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Geo. J. Ball INC.
WEST CHICAGO
ILLINOIS

MID SUMMER CATALOG
No. 35
JUNE 1939

PANSY
BALL GIANT MIXTURE

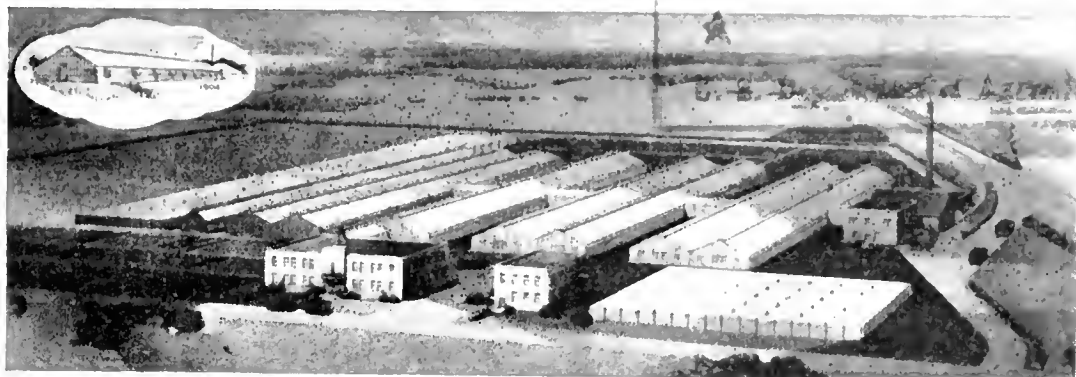


Picturing our 80 x 300 ft. area of Forcing Snaps for our seed, with all vents and doors screened. Only single plant selections or line bred strains are and will in the future be used by us thruout. We are giving this valuable winter cut flower the specialized attention that it deserves. Besides developing new varieties we are deeply interested in improving standard kinds, for we realize the need of it.

CHEER UP!

Thruout the land the Florist business seems to have averaged at least 10% better the past winter. Along with this in many states there is legislative reaction to labor extremes that is making for a spirit of confidence. And—according to recent dependable polls, 55% of our people would vote Republican today! All of which points to the return of a normal America and the eventual triumph of the basic form of our Government.

Geo. J. Ball.



NOTE—CASH DISCOUNT. When cash is enclosed, 5% discount is allowed on all orders from \$1.00 to \$25.00. On this amount and over, 8% is allowed. The fact that this discount is so frequently overlooked with small orders is a reflection on management that should be closer and more appreciative of the importance of small sums. When not deducted, we enclose with order our credit slip for amount due.

We Pay Parcel Post Charges and Insurance to any post office in the United States or Canada on all orders at prices quoted in this catalog. This simplifies figuring the cost of your order.

If Unknown to Us, or if overdue accounts are standing (60 days), cash must be enclosed with orders unless other arrangements are agreed to in advance.

Small Orders Are Welcomed gladly and receive our well known service. In return we suggest cash be enclosed with such orders.

Air Mail Delivery. Allow 8c per ounce for seeds ordered, which will allow for wrapping material. Orders marked *Air Mail* will be charged for at regular rate.

Prices in this catalog and in all our offerings are subject to change without notice.

No ½ Tr. Pkts. supplied except where noted.

Our Business and prices are exclusively for florists. We issue no retail catalog. Please do not give this catalog to amateur planters.

No Commission Boxes. Our seed is not put in packets suitable for resale to home gardeners.

Important. Make all checks or money orders payable to **Geo. J. Ball, Inc., West Chicago, Illinois.**

Crop Failures. All items in this catalog are offered subject to crop shortages or failures.

No Crop Guarantee. For reasons that should be clear to any experienced planter, seed crops cannot be guaranteed. We use every precaution to supply only seeds of the highest quality in every respect, and we will promptly refund the price paid for same should they prove unsatisfactory under reasonable care. All seed is sold under the necessary seedsmen's disclaimer as follows:

Disclaimer. We, Geo. J. Ball, Inc., give no warranty expressed or implied, as to description, quality, productiveness or any other matter of any seeds we sell, and we will not be in any way responsible for the crop. If the purchaser does not accept the seeds on these terms, they are at once to be returned and the money paid for same will be refunded promptly.

NOTE: Our seed cannot be bought from dealers or agents, EXCEPT IN OUR PRINTED PACKETS OR CONTAINERS. Avoid uncertainty and possible loss by ordering direct from us, or through our regular representatives who sell in our containers only.

Our Address is WEST CHICAGO, ILLINOIS, located 35 miles west of the Loop—on Highways U.S. 330 or Illinois 64—and on Chicago and Northwestern Ry. We will gladly welcome you out here at any time.

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S E R V I C E

THE BALL RED BOOK

By Geo. J. Ball

Forty-eight years' experience growing miscellaneous crops compressed into 108 pages. Practical notes on culture and varieties of 119 crops; also latest wrinkles on soil sterilizing, Aster cloth house construction, black cloth shading of Mums, etc. Price, 20c.

THE KELMSCOTT CORPORATION, PRINTERS
AURORA, ILLINOIS

GROWER TALKS

By Geo. J. Ball

Our monthly way of suggesting timely sowings and good growing of various crops. Includes notes of world wide horticulture as seen by the author; also interesting contributions on home trials etc. by Geo., Jr. Monthly, 30c per year; 2 yrs., 50c.

GRAVEL CROPS

By Vic Ball

Three years' experience applying Soilless Culture to the greatly varying greenhouse conditions are covered in this 32 page booklet. Includes our views on solutions, gravels, benches, etc., as well as a frank talk on future possibilities. Price, 10c.

VARIETIES OF SPECIAL MERIT

On this page we draw your attention to varieties that give general satisfaction everywhere. All are of proven value and have become standard. Tho a few are last season's novelties, their general acceptance and our experience with them we feel has earned this special recommendation. We have considered them carefully; it will pay you to do so.

New "Spring Flowering" Sweet Peas.

An entirely new class that we have had on trial for several years. In growth this new type is between the Early and Late or Summer kinds. While it can be hardened into winter flowering by early June sowing, the important advantage of this new class will be heavy production of long-stemmed flowers during spring months. For the middle or northern states, we do not recommend July or August sowing, for it will not flower earlier than an October or November start. Important advantage of this class lies in its very strong growth that will, of course, produce more flowers than will a weaker one. We urge a trial of this new class. Seed available August 1 in clear colors: *Rose Pink*, long-stemmed and about the shade of Laddie; medium dark *Blue*, large flower and extra long heavy stem; and a clear *Lavender*.
1/2 oz., 75c; 1 oz., \$1.40; 4 ozs., \$5.50.

Cineraria Cremer's.

Thru selection of stock, this well known strain is being continually improved. With its small foliage, small to medium sized brightly colored flowers freely produced, it is the generally preferred type of American buyers. An October sowing makes nice Easter and Mother's Day plants.
Tr. pkt., \$1.50; 1/4 oz., \$2.25; 1/2 oz., \$4.00; 1 lb. oz., \$7.50.

Delphinium Giant Pacific Hybrid (Vetterle & Reinelt).

We find this strain distinctly superior to any Hybrid strain we have compared it with. Unusually large flowered, strong growth, and of most pleasing blue shades. The mixture is most popular, the separate colors varying some. We offer new crop seed of originator's strain in mixture. Tr. pkt., \$1.00; 1/8 oz., \$2.00; 1/4 oz., \$3.50; 1 oz., \$12.00. See page 20 for complete list of separate colors.

Delphinium Giant Pacific White.

Unusually large, fairly pure white with around 5% blue shade rogues.

Tr. pkt., \$1.25; 1/8 oz., \$2.50; 1/4 oz., \$4.00; 1 oz., \$14.00.

Impatiens Dwarf Strain.

Impatiens like a warm shady location. Do well planted out during summer, and the new Dwarf Strain makes choice pot plants. No retail grower should miss them. We offer this Dwarf Strain in *Bright Carmine* at: Tr. pkt., 50c; 1/2 oz., \$1.15; and *Mixture*, Tr. pkt., 50c; 1/2 oz., \$1.00.

Myosotis Ball's Early.

This strain should be used exclusively for winter cutting because of its earliness. An August sowing will flower in November.
Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$2.85.

Pansy Canadian Giants.

Pictured on back cover. This new strain is of strong growth, early flowering habit, and a true giant for size—flowers pictured are natural size. Under favorable conditions they regularly run about 4 in. as noted. The early flowering habit, together with its giant size and attractive colors, will make Canadian Giants valuable to early spring plant growers.

Tr. pkt., 75c; 1/8 oz., \$1.30; 1/4 oz., \$2.50; 1 oz., \$9.00.

Pansy Ball Winter Flowering.

This is our greenhouse selection of what was sent out originally as the Don Strain. Our work on this strain has increased its vigorous long-stemmed growth. We have also given special attention to bettering the color mixture. Valuable for winter cutting because of its extra long stems. Growth should be supported. Sow early August and plant on a light raised bed—well enriched soil.

1/2 tr. pkt., 60c; tr. pkt., \$1.00; 1/8 oz., \$2.00; 1/4 oz., \$3.50.

Winter Pea Ball Rose Queen (New).

We have been working for years getting a strong growing stock of rose Sweet Pea clear of rogue colors. The result is Ball Rose Queen that we are releasing this year. The rogue colors will not exceed 1%. Growth is exceptionally strong, with large long-stemmed flowers very freely produced. Color is a shade deeper than Laddie Improved. We feel free in stating that Ball Rose

Queen is the best of all the numerous rose colored varieties. Seed ready August 1 at 40c per 1/2 oz.; 75c per oz.; \$2.50 for 4 ozs.; and \$8.00 per lb.

Calceolaria Multiflora Nana Mixture.

Except in the South, Calceolarias are easily grown if kept uniformly moist, foliage dry, protected from strong sun, and grown cool or cold. Multiflora Nana strain produces medium sized, brightly colored flowers freely; of dwarf habit and flowers are harder than the larger types.

Tr. pkt., \$1.00; 1/128 oz., \$2.25; 1/4 oz., \$4.25.

Winter Pea Princess Blue.

Light lavender-blue. Quite large flowered and long-stemmed. Can be used for either light lavender or light blue. One of the modern strong growing varieties.

1/2 oz., 30c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.75.

Primula Malacoides Riverside (Erikssoni).

Attractive salmon-rose, quite large flowered, and among the strongest growers. Tr. pkt., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$2.75.

Snapdragon "Glorions." (Seed ready July 15.)

Highly attractive, dark reddish copper. This original winter flowering color has found a place for itself among the best standard kinds. Last year's stock developed some color variations that we expect, thru further single plant selections, to improve in this year's stock.

1/2 tr. pkt., \$1.25; tr. pkt., \$2.00; 3 tr. pkts., \$5.00.

Snapdragon "White Wonder."

Purest paper white, free and early or winter flowering are the strong points of this, the best standard white. The growth, with most growers, is not so strong as Lucky Strike, but flowers are plenty long-stemmed for commercial purposes. The seed we are supplying this season is regularly testing 1200-1500 seedlings per trade packet. Tr. pkt., \$1.50.

Snapdragon "Velvet Supreme." (Seed ready July 15.)

Since Velvet Beauty was introduced we have been selecting from it a large flowered rich reddish velvety crimson. This gets entirely away from the small flowered cold crimson-rose of the original Velvet Beauty. True to color type, early flowering, medium tall. We unhesitatingly recommend Velvet Supreme in place of Velvet Beauty. Ready August 1. Tr. pkt., \$1.50.

Non-Branching Stock Ball White No. 15. (Ready Aug. 15.)

Pure paper white, strictly non-branching. This is long-stemmed with flowers not so closely spaced, especially during midwinter, as our No. 16. 1/2 tr. pkt., 60c; tr. pkt. (fully 1200 seeds), \$1.00; 1/4 oz., \$2.25; 1 oz., \$8.00.

For early or winter flowering we recommend our—

Non-Branching Stock Ball White No. 16. (Ready Aug. 15.)

This selection is distinctly more compact in growth, about 6-8 in. shorter stemmed. Both selections are fully 60% double and represent the best available in pure white Stocks. 1/2 tr. pkt., 60c; tr. pkt. (fully 1200 seeds), \$1.00; 1/4 oz., \$2.25; 1 oz., \$8.00.

Non-Branching Stock Ball Pink No. 11.

Pure rose-pink, exactly the shade of Bismarck Rose; early flowering and closely spaced. 1/2 tr. pkt., 60c; tr. pkt. (fully 1200 seeds), \$1.00; 1/4 oz., \$2.25; 1 oz., \$8.00.

Non-Branching Stock Ball Rose Pink No. 14.

Longer stemmed with flowers not so closely spaced as our No. 11, but with brighter and deeper color. No. 14 is also about ten days later than No. 11. Both are around 60% double flowering. 1/2 tr. pkt., 60c; tr. pkt. (fully 1200 seeds), \$1.00; 1/4 oz., \$2.25; 1 oz., \$8.00.

Pansy Ball Giant Mixture.

In color on front cover. This is our choicest all purpose mixture. It combines size, stems and balance of rich colors. For clear golden yellow, Coronation Gold is used in this mixture, and Swiss Blue adds the rich shade of that color. The proportion of other colors will be noted in the colored plate that was made from our trial bed flowers.

Tr. pkt., 40c; 1/2 oz., \$3.00; 1 oz., \$5.50; 4 oz., \$20.00.

FLORISTS' PANSIES

(25,000 seeds per ounce)

A small bed of Pansies for winter flowering is an attraction, if nothing else, to any retail grower's business, and no good retailer will say that fine Pansies haven't some cut flower value. Our public everywhere greatly appreciates the choicer Giants that can be had at their best during late winter on a well exposed bench of light well enriched soil. While a June sowing for this purpose might be hard to carry thru a hot summer, it will flower some earlier than will a later sowing, especially if lights are used. Our Ball Winter Flowering strain will be found extra long-stemmed for cutting. Specialists in our latitude that grow plants for spring sales make their big sowings around August 15-20. Wherever you are, remember that about 2½ to 3 months of open weather are needed to produce a plant nearly ready to flower. With the opening of spring such plants have little growth to make before flowering. Most growers prefer to make two sowings. Unfortunately, these sowings must be made during the most trying month of the year. For this reason, failures are sometimes reported, even with new crop seed. Seed beds should be made up of light, rather sandy material with some leaf mold or peat to hold moisture. Level off and soak up thoroly. We prefer not to cover until seed swells or shows signs of sprouting; then use quite sandy material but only deep enuf to hide seed. Watching closely for moisture is important, especially on hot windy days. Cover the frame with heavily shaded sash, tilted some for air, and gradually reduce the shade and moisture as the seedlings get established. The germs of damping off are in the soil but can be checked by controlling moisture and exposing to all air possible at all times.

Partial deliveries of new crop seed are usually received around August 15. Our last year's seed is carried over in cold storage; and at this time, May 20, runs from 70-80% germination. This seed will be used on all orders unless you state: "Hold for new crop." Also, seed taken from cold storage should be sown promptly as possible.

TWO SPLENDID MIXTURES

*Canadian Giants (New).

True Giants for size, attractive balance of colors and extra early flowering habit are the high points in this new strain, that we are indebted to Canada for—and it isn't the first good strain from our northern friends. Growth is quite heavy and strong, making a consistent background for the 4 in. flowers it produces under favorable conditions. Pictured on back catalog cover. See Novelty list page 2 for further description.

Tr. pkt., 75c; ¼ oz., \$1.30; ½ oz., \$2.50; 1 oz., \$9.00.

*Ball Giant Mixture.

Our well known fine all-purpose mixture. It combines rich original coloring, size, texture, and stems to a degree that makes it outstanding for either greenhouse cutting or bedding. Swiss Giant blue and Coronation Gold are used in this mixture for their respective colors. Front cover flowers are from our greenhouse trials. See Novelty list page 2 for further description.

Tr. pkt., 40c; ½ oz., \$3.00; 1 oz., \$5.50; 4 oz., \$20.00.

*Ball Winter Flowering.

This is our selected stock or improved strain of Don Pansies. It improves the original stock in stronger and longer stemmed growth and a better color mixture. Colors and size of flowers not outstanding, but its strong growth produces extra long-stemmed flowers, giving real cut flower value. Will get up 3 ft. and should be supported accordingly. See Novelty list page 2 for further description.

Tr. pkt., \$1.00; ½ tr. pkt., 60c; ¼ oz., \$2.00; ½ oz., \$3.50.

*Ball Giant Mixture Dwarf Strain.

Distinctly dwarf and full of fine original Roggli colors. The choicest dwarf bedding mixture on our list. Tr. pkt., 50c; ¼ oz., \$2.00; ½ oz., \$3.50; 1 oz., \$6.00; 4 oz., \$21.00.

*Engelmann's Giant Mixture.

A splendid mixture of real Giants with a full range of all good Pansy colors. In size and coloring quite outstanding. We offer the originator's (Carl Engelmann) seed.

Tr. pkt., 50c; ¼ oz., \$2.50; ½ oz., \$4.50; 1 oz., \$8.00.



The visitors shown above are inspecting our extensive annual Pansy trials. All fine strains available are lined up here for comparison.

Engelmann's Special.

Distinctly dwarf 5-blotched strain. Rich coloring and compact habit. Originator's seed.

Tr. pkt., 50c; ¼ oz., \$2.50; ½ oz., \$4.50; 1 oz., \$8.00.

Maple Leaf Giants.

A well known, extra large flowered Giant mixture. Good stems and extra heavy growth.

Tr. pkt., 50c; ¼ oz., \$2.00; ½ oz., \$3.50; 1 oz., \$6.50.

Steele's Jumbo Mixture.

Extra large flowered strain of Giants with strong growth and long stems. Tr. pkt., 75c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.25; 1 oz., \$12.00.

Roggli Giant Mixture.

A high class, well known strain of rich colors, fine stems, and size.

Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.50; 1 oz., \$4.50.

Improved Swiss Giants.

Choice colors, excellent for size and stems.

Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.00.

Orchid Flowered (New).

Rich orchid shades. A pleasingly attractive, large flowered mixture. Tr. pkt., 75c; ¼ oz., \$1.75.

Donovan's Strain.

As seen in our trials, this is an extra compact, fairly large flowered bedding strain; attractive colors. Much used by Michigan plant growers. Tr. pkt., 50c; ¼ oz., \$1.40; 1 oz., \$5.00.

SWISS GIANTS IN SEPARATE COLORS

*Coronation Gold (New). Our trials show this the best large golden yellow. A very good percentage produces self-colored golden yellow flowers without penciling. Received Award of Merit in All-America Trials.

Tr. pkt., 50c; ¼ oz., 85c; ½ oz., \$1.50; 1 oz., \$5.00.

*Fire Beacon. Very unusual shade, bright wallflower-red with touch of orange; similar in effect to Wallflower, Fire King.

Tr. pkt., 50c; ¼ oz., \$2.25; 1 oz., \$8.00.

*Alpenglow. Rich garnet-red; an effective color for bedding.

Tr. pkt., 50c; ¼ oz., \$1.75; 1 oz., \$6.00.

*Rheingold. Large yellow with brown blotch in center.

Tr. pkt., 50c; ¼ oz., \$1.75; ½ oz., \$3.25; 1 oz., \$6.00.

*Lake of Thun. Rich fairly deep blue with dark center; the finest blue. Tr. pkt., 50c; ¼ oz., \$1.50; ½ oz., \$2.75; 1 oz., \$5.00.

*Mont Blanc. The finest white (with slight creamy cast) Swiss Giant, with little marking. Extra dwarf and compact.

Tr. pkt., 50c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$7.00.

SMALLER BEDDING VARIETIES

Come quite true and are of compact growth.

*Golden Queen. Clear yellow with some marking.

*Lord Beaconsfield. A standard blue for bedding.

*Snow Queen. Clear paper white with some markings.

*Brightness (Trimardeau) White with pleasing deep purple face.

Early and free flowering.

Each: Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.50.

For Violas see page 24.

BALL NON-BRANCHING STOCKS

(16,000 seeds per ounce)

Early in the history of our business, this class of Stocks was a nondescript one and little used. Some strains continue to be offered that should be classed as semi-non-branching. Such varieties, under any growing conditions, produce two to three strong laterals. We should add that when flowered during mid-winter, the best non-branching varieties tend to branch some. The same strain flowered in 3½ to 4 months of long day or spring conditions will come with practically no branches. Every season fully a thousand single plant selections of these Stocks will be found in flower in our greenhouses. Thru this means we have improved or developed practically our entire list of varieties. Furthermore, our long experience with these Stocks enables us to be of service to growers of this crop.

This is supplied in a circular we gladly send you. Also, the growing of Stocks is covered in our 20c *Ball Red Book*; and our 30c per year publication known as *Grower Talks* furnishes timely information each month on Stocks and other seasonal crops.

NOTE PRICES. Tho we have used much time and space developing them, we make no advance in price on our new varieties. All, including mixture, are priced as follows:

½ tr. pkt., 60c; tr. pkt. (fully 1200 seeds), \$1.00; ¼ oz., \$2.25; 1 oz., \$8.00.

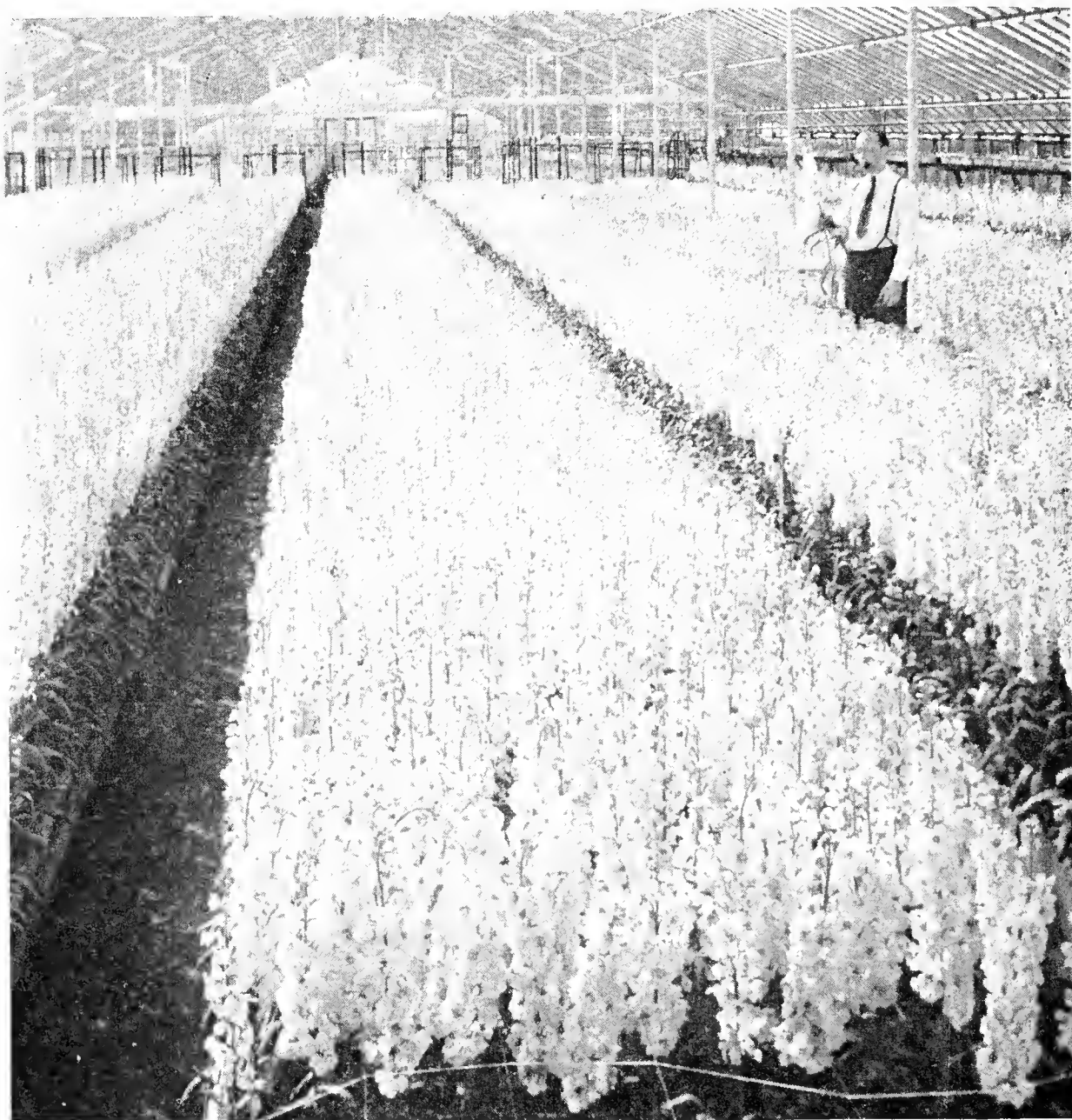
To avoid chance of error, order by name and number.

No. 17—Gold Standard.

One of our latest developments in Non-Branching Stocks. Attractive deep ivory yellow. All singles and 3-4% of the doubles in this variety come pure white. Most markets do not care for much of this yellow, but as a novelty color in limited quantities Gold Standard will be found a valuable addition.

No. 15—Ball White Improved.

Another one of our recent developments. Long-stemmed and pure paper white. During the winter months, especially on deep beds, this variety might become drawn with flowers spaced far apart. Should be preferred for raised beds or when the planting will flower after early March. See Novelty list page 2 for further description.



A house of our New Ball White Imp. No. 15, taken last spring. The finest white available.

No. 16—Ball White Improved Medium Tall.

A selection from No. 15; distinct in coming 6-8 in. shorter than No. 15. For this reason flowers are closer spaced. Should be preferred for winter flowering. See Novelty list page 2 for further description.

*No. 1—Lilac Lavender.

Most valuable cut flower color in anybody's market. Medium long-stemmed, fairly early flowering, doubles run better than 60%. We have a full supply of this standard color.

*No. 3—Ball Blue.

Our development from Lilac Lavender, that it exactly resembles in every respect except color that is a rich fairly dark mauve-blue. Goes well in most markets.

*No. 11—Ball Pink.

Light rose-pink, the exact shade of Bismarck Rose. We are glad to say that in developing this variety we have added an attractive and a new color to Non-Branching Stocks. This variety, No. 11, is ten days to two weeks earlier than our No. 14. We recommend No. 11 for early or winter flowering, preferring No. 14 for spring or warm weather. At this season No. 11 develops a bit light in color. See Novelty list page 2 for further description.

No. 4—Ball White Dwarf.

Under our conditions or treatment this gets up around 18-20 in. in deep beds. Easily handled in flats. In 5 in. pots if grown quite cold this dwarf Stock can be flowered at 10-12 in. and makes an attractive pot plant.

No. 12—Snowbank.

Pure white, medium long-stemmed, but flowers not spaced close enuf for winter or deep bed growing.

No. 2—Ball White Medium Tall (Tinged).

About the height of our No. 16, or plenty long-stemmed for cutting. Where headroom is limited or for growing in flats or deep ground beds, this variety, tho faintly tinged, is a good one—the flowers being closely spaced. Shows some tendency to produce a few branches near the top under some conditions.

No. 2—Ball White (Tinged).

This is the tall long-stemmed white that has been the standard white for many years and is still liked by some growers, the flowers being long-stemmed under all conditions. Shows some tendency to produce a few branches near the top under some conditions.

*No. 14—Ball Rose Pink.

We selected this from our No. 11 for its deeper color. This is an attractive, fairly deep rose, not a deep reddish rose. Extra long stems explain why it is fully ten days later than No. 11. Attractive for flowering during early spring and later. See Novelty list page 2 for further description.

No. 6—American Beauty.

True deep American Beauty Rose; a rich color but rather deep to grow in quantity.

No. 7—Malmaison Pink.

Extra long-stemmed light or shell pink. Same type of growth as our Ball White No. 2, which means flowers closely spaced. Malmaison Pink is attractive where a light pink shade is wanted. Shows some tendency to produce a few branches near the top under some conditions.

No. 8—Ruby.

Rich crimson-red and long-stemmed. Outstanding bright red, but not wanted in quantity. The variety Illusion is the same in color and shorter stemmed so will be dropped by us.

No. 9—Chamois Pink.

Apricot or chamois pink. Medium long-stemmed and for that reason earlier flowering than longer stemmed varieties. A pleasing color, but uncertain in proportion of doubles. In fact our trials this spring show but 49% doubles.

No. 10—Ball Non-Branching Mixture.

This mixture is made up by us of all above varieties proportioned according to their general value. Recommended where a limited number of all colors is wanted.

Prices on ALL VARIETIES above:

1/2 tr. pkt., 60c; tr. pkt. (fully 1200 seeds), \$1.00; 1/4 oz., \$2.25; 1 oz., \$8.00.

STOCKS—BRANCHING

Part of every retail grower's planting of Stocks should consist of this class. The shorter stemmed and smaller flowered, the production of flowers is, of course, freer. In growing the Branching class, we find it a good plan to space 6 x 6 in. When the buds on the first or main stem are far

enuf along to do so, remove the singles and top the remaining doubles. Single buds are readily distinguished by being longer and more slender than the doubles. The Bismarcks are generally superior in earliness and proportion of doubles.

Stars (*) indicate varieties we find superior.

GIANTS OF CALIFORNIA

This is the improved Bismarck class, the original variety of which is Santa Maria that we consider the finest branching white. The improvement in this class is in stronger growth and somewhat enlarged flowers. While we do not find the improvement a radical one, except Santa Maria, we do find the other colors very excellent stocks.

*Pacific.

Fairly dark blue with extra stem and growth; about the color of Bismarck Lilac.

*Yosemite.

About the shade of Bismarck Rose; a strong clear color with extra heavy growth.

*Santa Maria.

Generally accepted as the best branching pure white; distinctly stronger than Bismarck White.

Roselight.

Similar to Yosemite, but some stronger growing. Prices for above four varieties: Tr. pkt., 35c; 1/4 oz., \$1.15; 1 oz., \$4.00.

Mixture of all colors in this new class.

Tr. pkt., 25c; 1/4 oz., \$1.00; 1 oz., \$3.50.

IMPROVED BISMARCKS

Antique Copper. Copper red.

Apple Blossom.

An extra delicate pink; nearly white.

Blood Red. Ruby color.

Buttercup. Deep cream, strong growing.

Chamois. Fine clear chamois.

***Elk's Pride.** Rich purple.

Flesh. Delicate shade of Malmaison Pink.

***Golden Ball.** Ivory yellow.

Golden Rose. As named.

***Lavender.** Clear lilac-lavender; fine.

***Lilac.** Bright deep lilac-blue.

***Rose.** Fine bright rose.

***Shasta.** New giant white.

White. Good clear white.

Prices each: Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.00.

Formula Mixture of above colors.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

PERPETUAL BRANCHING (Giant Perfection)

Habit similar to Bismarcks, but not quite so tall.

Empress Augusta Victoria. Silver lilac; very fine.

Heatham Beauty. Terra-cotta or golden rose.

Rose. A clear even shade.

Snowdrift. Fine clear white.

Prices each: Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

Mixture of above.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

BEAUTY OF NICE

Compact like a Ten Week but not quite so dwarf.

Aurora. Golden-buff; fine.

Flesh Pink. (Beauty of Nice).

Flesh or Malmaison Pink.

Cote D'Azure. Light lavender-blue.

Mont Blanc. Clear extra early white.

Monte Carlo. Rich canary-yellow.

Queen Alexandra. Rosy lilac; fine.

Prices each: Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

Mixture of above.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.



WINTER SNAPS

Antirrhinum, or Snaps, are more than half hardy. We have seen plants that flowered all summer outdoors winter over in New Jersey under a 12 in. covering of straw. This cold nature, of course, extends to its life in the seed stage and explains why we sometimes fail to sprout good seed in 100 deg. temperatures. Most growers, tho, make out all right with the same seed. Why? Needless to say, the more unfavorable conditions are, particularly as to temperature, the closer moisture must be watched. If too wet in high temperatures, it easily rots. If on the dry side for a few hours as the seed swells or sprouts, it quickly perishes. Our seed testing is done in an enclosed box or bed, and during the summer the house is heavily shaded. This bed is protected with sash that are opened full at night and during the day about 2 in. Such fine seed as Snaps is not covered. If, under these conditions, sterilized soil is used and proper moisture maintained, the seed can't help but grow—if alive. On warm windy days we usually use a fine overhead spray once, sometimes twice, daily. This is all the moisture needed aside from soaking the soil thoroly before sowing.

The range of colors in today's Winter Snaps is most complete and attractive and is being added to annually. The new varieties, that our own good growers are responsible for, explain why this cut flower crop is increasingly valuable. Our list of "12 Best Varieties" should interest you. It is based not only on our estimation but on the demand from all sections.

Seed of all varieties on our list was tested during May and June. We are sending out no varieties that do not germinate strong for us, so feel sure that, given careful attention, they will come thru promptly for you. Also, all our Snap seed, except originator's varieties, is grown by us in our greenhouses and will come as true as is possible for the variety.

12 BEST VARIETIES

This list consists only of varieties proven by us. We believe and hope that there are improvements on it among this season's new ones, but they do not belong here until our experience proves them up.

Glorious.

Sent out by us last year, has proven one of the season's most attractive colors—an intense bronze shaded orange. Last season's stock produced some rogue colors. With another year's selection of stock we feel that this one fault will be at least partly overcome. Available from new crop early July.

½ tr. pkt., \$1.25; tr. pkt., \$2.00; 3 tr. pkts., \$5.00.

Velvet Supreme (New—Ball).

For four years we have been selecting a warm crimson red that shows up in Velvet Beauty. This gets entirely away from the cold bluish-red of the original Velvet Beauty. Our selection is also distinctly larger flowered. Every retailer wants a limited amount of this rich velvety color. Available from new crop early July.

Tr. pkt., \$1.50; 3 pkts., \$4.00; 5 pkts., \$6.50.

White Wonder.

Tho the growth and stems are not so strong and long-stemmed as in Lucky Strike, we consider it the best in its color because of its paper white purity. Furthermore, if well grown, we find the stems plenty long for commercial purposes.

Tr. pkt., \$1.50; 3 pkts., \$4.00; 5 pkts., \$6.50.

Marie Louise.

Beautiful light shell-pink, quite true to color and long-stemmed. During the depth of winter we find the color rather light, deepening with the strong sun of early spring. For this reason it should

be preferred for spring flowering. Tr. pkt., \$2.00; 3 pkts., \$5.00.

Klondike Supreme.

We find this about the same deep shade of Coates' Yellow Perfection, but individual flowers are larger with the added important advantage of a freer flowering habit, being without the strong grassy growth that most of us object to in Coates' Yellow.

Tr. pkt., \$1.50; 3 pkts., \$4.00; 5 pkts., \$6.50.

Cheviot Maid Supreme.

Because of its good standard rose-pink color, early and free flowering habit, this variety remains most widely called for.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

New Cincinnati.

A shade lighter than Cheviot Maid Supreme, with individual flowers decidedly larger, also longer stemmed which of course, means somewhat later flowering. A real exhibition pink as well as a first-class commercial variety.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Afterglow.

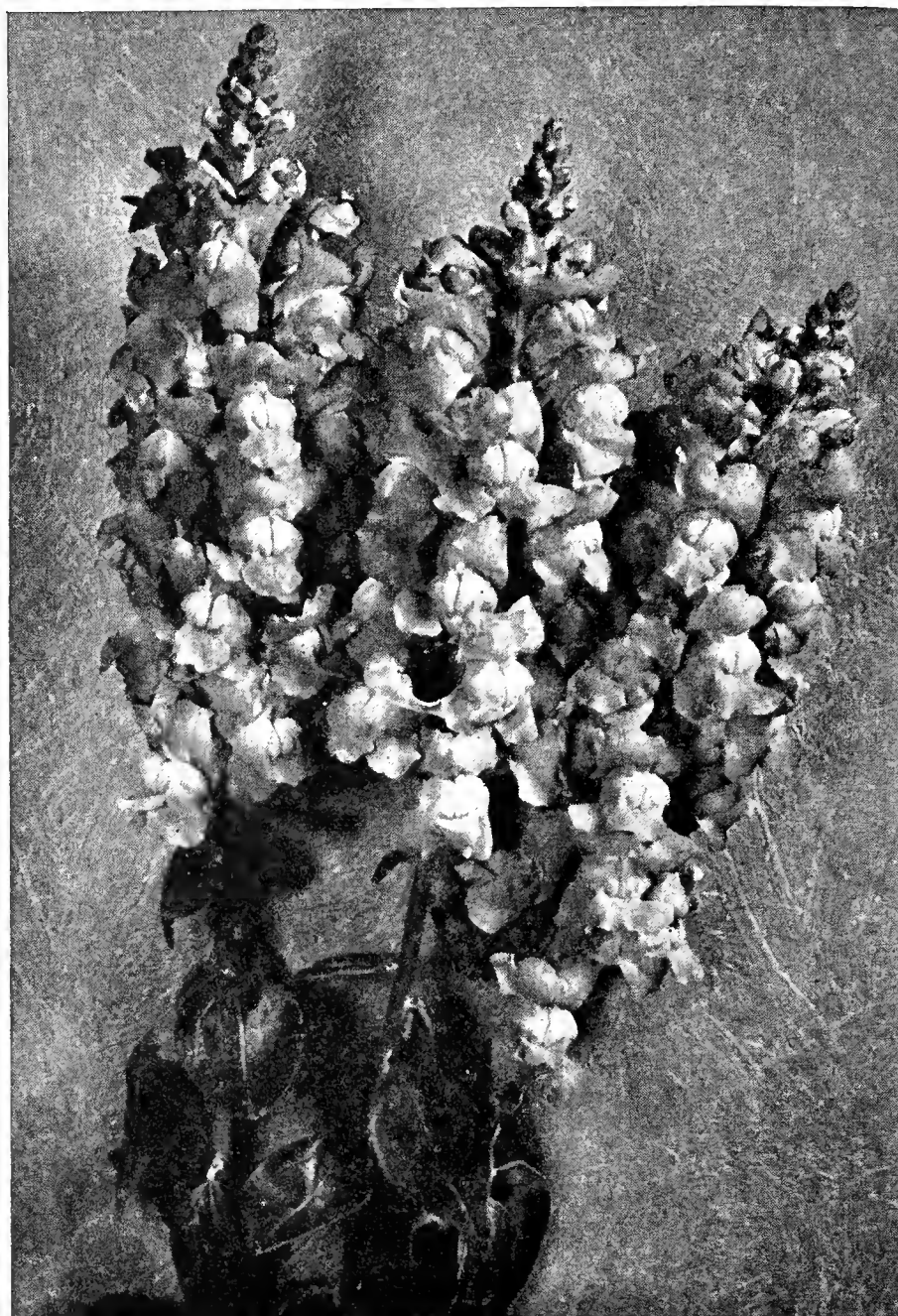
Attractive golden bronze with flowers closely set. This color class that ranges from the dark coppery Glorious down to Early Sunlite, the lightest shade, is now well covered. Afterglow is about midway in color and a popular one.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Miss Wooster.

Light golden-orange with a large broad flower. Fairly strong growth and long-stemmed.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.



New Snapdragon "Glorious"

WINTER SNAPS—(Continued)

Ceylon Court Dark.

This medium dark yellow continues to be widely called for. Of true early flowering habit, it is medium long-stemmed and wastes little of its strength making wild growth. A good standard all purpose variety.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Rose Queen.

Bright deep rose with habit and growth same as Afterglow. One of the best standard rose-pinks.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Suntan.

Long-stemmed bright orange-tan. Free flowering, good early habit. Fair spikes.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

Ball Forcing Mixture.

A balanced mixture of all the above varieties, except Velvet Supreme, Velvet Beauty being used in its place.

Tr. pkt., \$1.00; 3 pkts., \$2.50; 5 pkts., \$3.50; 7 pkts., \$4.55.

WINDMILLER'S VARIETIES (New)

Following are the produce of Fred Windmiller, Columbus, Ohio. By all who have seen them growing, they are considered the finest American varieties. Without experience with them we can only use the originator's description.

Windmiller's "La France" (New).

Thru single plant selection for three generations, Mr. Windmiller has this beautiful soft rose-pink trued up! A limited amount of stock at \$2.00 per packet subject to crop.

Snow White.

Excellent white for Easter and later. Heavy cropper; plenty of stem and spike. Scant foliage and almost non-lateral. Will stand heat and can be timed for June weddings. Comes very true, but not early enuf for midwinter flowering.

Tr. pkt., \$2.00; 3 pkts., \$5.00; 5 pkts., \$7.50.

Lilac.

A true orchid that is right for florists' use. Hard wiry stems, non-lateral, non-shattering; early and a heavy cropper. Comes true.

Tr. pkt., \$2.00; 3 pkts., \$5.00; 5 pkts., \$7.50.

Christmas Cheer.

First cross hybrid from Rose Pink Cheviot. Earlier, stronger, easier to grow, and an excellent all-round pink for any purpose.

Tr. pkt., \$2.00; 3 pkts., \$5.00; 5 pkts., \$7.50.

Rose Pink Cheviot Supreme.

Single plant selection from Cheviot Maid Supreme. Very early, intense color, hard wiry stems, and small foliage. Comes very true.

Tr. pkt., \$1.50; 3 pkts., \$4.00; 5 pkts., \$6.50.

Apple Blossom.

Color resembles Verbena Mayflower. In late spring deepens to salmon-rose. Not so early as Rose Pink Cheviot Supreme, being at its best around February 1.

Tr. pkt., \$2.00; 3 pkts., \$5.00; 5 pkts., \$7.50.

From Arthur W. Kramer, Cincinnati, Ohio comes the new variety

Ethel.

He describes it as a clear golden yellow, fairly large flowering and long-stemmed. Without experience with it, we feel safe in believing this to be a fine yellow.

Tr. pkt., \$2.00; 3 pkts., \$5.00; 5 pkts., \$7.50

STANDARD LIST OF FORCING SNAPS

Complete List Except The 12 Best

WHERE PRICE IS: \$1.00 per pkt., we supply any 3 for \$2.50; any 5 for \$3.50; any 7 for \$4.55.

\$1.50 pkts., we supply any 3 for \$4.00; any 5 for \$6.50.

\$2.00 pkts., we supply any 3 for \$5.00; any 5 for \$7.50.

1/2 Trade Pkts. of any variety priced at \$1.00 are supplied at 60c. 1/2 Trade Pkts. of any variety priced at \$1.50, supplied at \$1.00.

No 1/2 pkts. on \$2.00 varieties except Glorious.

	Tr. pkt.		Tr. pkt.
Bertha Baur. Standard lavender; some rogue colors.....	\$1.00	*Peggy Schumann. Medium deep pink; excellent clear habit	2.00
*Captor. Pure white; fair habit.....	1.00	Radiance. Large flowered early pink.....	1.00
Celestial. Light yellow; long-stemmed.....	1.50	Schumann's Lavender (New). Originator's description:	
Ceylon Court. Good standard yellow.....	1.00	"A true lavender, strong sturdy spikes, early and will not	
Cheviot Maid White. Fair flower size.....	1.00	shatter. Entirely different color and habit than Bertha Baur."	
Cheviot Maid Yellow. Good stem, medium size flower.....	1.00	2000 seed pkt., \$3.50; 1000 seed pkt.....	2.00
*Coates' Yellow Perfection. Brighter yellow than Ceylon,		*Sunlite. Extra early golden bronze; best for mid-winter....	1.00
but growth some grassy in mid-winter.....	1.00	Terry's Surprise (Imp.). Rose shaded orange; fine for	
*Daybreak. Briarcliff shade of pink.....	1.00	spring	1.00
Gilbert's Pink Supreme Queen. About shade of Rose Queen	2.00	Velvet Beauty. Deep crimson-rose; prefer Velvet Supreme	
Ideal (New Hodaly's). A bi-color, copper bronze and gold.		for warmer color.....	1.00
Popular new color on Chicago market.....	2.00	Westover's Fringed White. Large fringed pure white for	
Kirkwood Beauty. Bronze orange.....	1.00	spring flowering	1.00
*Lucky Strike. Strong growing white.....	1.00	White Prosperity. Clear white.....	1.50
Marion. Good early habit; clear white.....	1.50	White Rock. White; flowers poorly spaced.....	.50
New Deal. Extra early bronze; prefer Sunlite.....	1.00	Winter Helen. Improved Helen.....	1.00
Orchid (Schrock's). Varies some in color.....	1.50	Standard Mixed. Good mixture of above varieties.....	.75

12 BEST RUST RESISTANT SNAPS (Not winter flowering)

(180,000 s. per ounce)

CUT FLOWER VARIETIES — long-stemmed for cutting.	Yellow Giant (Maximum). An extra long-stemmed large flowered bright yellow.	University of California Mixed. Our best long-stemmed Rust Resistant mixture.
*Rose Sensation (Super Majestic). Excellent strong rose-pink.	Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.	Tr. pkt., 20c; 1/4 oz., 50c; 1 oz., \$1.75.
Tr. pkt., 50c; 1/8 oz., \$1.00; 1 oz., \$6.00.	Daffodil (Maximum). Golden yellow.	BEDDING VARIETIES —Dwarf and compact.
Swing Time (Maximum). Very pleasing medium deep rose, yellow throat.	Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.	Golden Orange. (Nanum—Dwarf). An attractive Suntan shade.
Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.	Campfire (Maximum). Attractive deep bronze with golden orange lip.	Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.
Loveliness (Maximum). Pleasing clear silvery pink. Sold out until new crop in November.	Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.	Wildfire (Nanum—Dwarf). A deep bright scarlet with yellow lip.
Alaska (Maximum). White.	Wallflower Red (Majus). Good crimson and wallflower red shades.	Tr. pkt., 20c; 1/4 oz., 60c; 1 oz., \$2.00.
Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.	Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.50.	Yellow Gem (Nanum—Dwarf). A compact growing golden yellow.
Maximum White. Extra pure paper white.	Crimson (Maximum). Fine deep crimson.	Tr. pkt., 20c; 1/4 oz., 60c; 1 oz., \$2.00.
Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.	Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.	

EARLY OR WINTER PEAS

(350 Seeds Per Ounce)

Regardless of when they are planted, it will pay very well to change or sterilize soil for greenhouse Sweet Peas; they are very susceptible to root rot. For the outdoor crop sterilizing isn't necessary, for natural agencies—frost, rain, sun, and open air—maintain the proper balance in the soil, but under glass it is very different. We are finding sub-irrigating quite an advantage in ground bed Peas. We have investigated a few failures with this plan that we believe were due to getting an excess of water at the lower roots and not draining it away promptly enuf. When the roots of Sweet Peas are in muddy soil or water longer than say 24-36 hours, rot at the roots is liable to set in. All our Sweet Pea seed is sent you treated with Cuprocide, unless other-

wise ordered. We find such treatment definitely protects the seed from rotting and, therefore, recommend it. Another important point is the selection of the newer, strong growing, long stemmed, larger flowered varieties. They are definitely more profitable than the older ones, for improvement of this class is going forward steadily. And, if you are in the middle or northern states, remember this: for Xmas or midwinter flowering the earlier in July they are sown the better. An August sowing usually gets into the short days too soft to hold buds well until January. We again offer a list of what is generally accepted as the "12 Best Varieties." We feel sure that at least the best varieties will be found in this list.

THE 12 BEST VARIETIES

We fully realize the responsibility of offering such a list, and we select it as impartially as we know how from all sources. Growing conditions and demands differ, making it impossible for such a list to fit everywhere. In making it up we consider not only our experience with them but the demand from all sections as well. For this reason new and old varieties will be found in it. We believe it will be to your interest to consider this list as carefully as we have.

BALL ROSE QUEEN. Thru greenhouse selecting for many years, we have trued up a strain of clear rose that, under our conditions, is superior to any of the numerous varieties in this color class; extra strong growth, long-stemmed, and large flowered. It is a shade deeper and brighter than Laddie, about the shade found in Josie, but much larger. We offer this new strain with full confidence that it will deserve to be among the "12 Best" for a long time.

1/2 oz., 40c; 1 oz., 75c; 4 ozs., \$2.50; 1 lb., \$8.00.

- Laddie Improved.** Extra long stiff stemmed rose.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Sequoia.** Extra large flowered salmon-rose; fine for spring.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Boon.** Fine deep salmon-rose on cream; quite large flowered.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Bridesmaid.** Delightful silvery pink; extra for flower size and stem.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Ball White.** Fine large flowered white; white seeded.
1/2 oz., 25c; 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$4.00.
- Ball Rose Improved.** Deep bright rose, strong free flowering habit.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Triumph.** Long-stemmed attractive lilac-mauve.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Ball Orange Improved.** The only early flowering clear orange; fine color.
1/2 oz., 25c; 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$4.00.
- Harmony.** The best commercial lavender.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Mrs. Hoover.** Best early blue; strong growing and fine for spring.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Princess Blue.** Light lavender-blue, probably largest flowered and longest stemmed on our list. *Will be available from new crop, July, 1939.*
1/2 oz., 30c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.75.
- 12 Best Mixture.** Carefully blended mixture of the above.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

NOVELTIES

- *Bacchus (New).** Extra deep maroon-purple; large flower.
1/2 oz., 30c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.75.
- Blue Danube (New).**
A showy deep clear blue; excellent growth and flower size.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- *Cinderella (New).**
A delightful clear silvery blue; fine growth and flower nicely frilled.
1/2 oz., 40c; 1 oz., 75c; 4 ozs., \$2.50; 1 lb., \$8.00.

*Daphne (New).

Soft salmon-pink on cream; fine for stem and flower size.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Redwood (New).

Extra large flowered deep crimson-red.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Sunproof Orange.

With slight scarlet-cerise shading.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

Tahoe (New).

Fine dark blue for spring crop.
1/2 oz., 30c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.75.

*Treasure Island (New).

Sparkling golden orange; outstanding for stem length, large ruffled flower, and distinctive color.
1/2 oz., 50c; 1 oz., 90c; 4 ozs., \$3.20; 1 lb., \$12.00.

Vivian (New).

Unusually long-stemmed deep carmine-rose. Vigorous and fine for stem.
1/2 oz., 30c; 1 oz., 40c; 4 ozs., \$1.00; 1 lb., \$3.50.

GENERAL LIST (EXCEPT "12 BEST")

- American Beauty.** Fine American Beauty rose.
Amethyst. Rich bright purple.
Annie Laurie. Bright rose-pink.
***Apollo.** Salmon-cerise; fine for spring.
Attraction. Rich long-stemmed salmon-rose.
Aurora. Orange-scarlet striped.
Bright Light. Vivid orange-scarlet.
Chevalier. Dark rose.
Columbia. Rose and white bicolor.
***Eileen.** Rich Begonia rose.
***Eleanor Blue.** Nice light blue for spring flowering. Semi-intermediate type.
Flamingo. Orange-salmon; long-stemmed.
Fragrance. Fine lavender for spring blooming.
Giant Rose. Extra large rose; medium stem.
Grenadier. Poppy scarlet.
Harlequin. Chocolate bicolor; attractive novelty.
Heather Bell. Rosy lavender; free flowering.
***Hope.** Fine white; black-seeded and easy to germinate.
Indigo Blue. Dark shade of clear blue.
***Jeanne Mamitsch.** Clear rose, long stems.
***Josie.** Longest stemmed clear rose-pink.
Majestic Rose. Fine large flowered heavy stemmed rose-pink.
Maroon Prince. Dark maroon, rather heavy.
Michigan. Large lavender.
***Mrs. Holscher.** Very good rose-pink.
Mrs. Kerr. Salmon.
Oriental. Black-seeded cream.
***Pride.** Extra long-stemmed brilliant cerise.
Prosperity. Soft glowing rose-cream.
Red Bird. Crimson-red.
Snowstorm. White-seeded white.
Springsong. Prefer Boon.
***Success.** Extra bright deep rose-pink.
Sunray. Light cerise, fine long stem.
***Top Hat.** Deep bright violet-blue; fine growth and strong color.
***White Harmony.** Longest stemmed black-seeded white.
Zvolanek's Rose. Rose; prefer Laddie.
Any above priced at: 1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.
- Ball Early Mixture.** A formula mixture of the above colors.
1/2 oz., 15c; 1 oz., 25c; 4 ozs., 85c; 1 lb., \$3.25.
- Please Note:** All our Sweet Pea seed, Early and Late, is treated with Cuprocide (Red Copper Oxide) unless otherwise requested.

In ordering Sweet Pea seed don't forget that there are two distinct classes, Early or Winter-flowering and Late or Summer-flowering. State which is wanted. If you are not familiar with the best kinds and wish us to make selections for you, we shall gladly do so.

SPRING FLOWERING PEAS



Spring Flowering Rose-Pink. Background sown mid-Sept. in pots; foreground sown a month later direct.

A new class that has been on trial with us for several years. For spring flowering, we find this class produces from 15-20% more flowers than will the regular winter flowering kind under the same conditions. Reason for this is their stronger growth, which is their distinguishing character. This growth is midway between the winter and the summer kinds, and is too strong to form or hold buds under midwinter conditions of the Central States. For this reason they should not be sown during July or August. We find an October 1 sowing will start flowering late in March or as early as when started a month earlier; and because of their strong growth they will, of course, hold out longer. Because of this growth, they are sown to advantage in the Central States as late as January or February. We strongly recommend at least a trial of this new class. We also believe they have possibilities for outdoor use. Three good commercial colors are available this year: ROSE PINK, about the shade of Giant Rose; LAVENDER, a light even shade with little shading; and a fairly dark shade of BLUE with extra heavy long stems.

The three varieties or colors—each: 1/2 oz., 75c; 1 oz., \$1.40; 4 ozs., \$5.50.

LATE OR SUMMER PEAS

(350 Seeds Per Ounce)

Fall sowing of this class as far north as Philadelphia and St. Louis is usually safely done. We have successfully made such sowings in our latitude. Length and extent of freezing isn't so bad as much alternate freezing and thawing. In any case, sowing should be done just before the ground freezes. If too early, they will, of course, come thru and freeze out. In the latitude of Nashville, Tenn., they frequently winter over after they get thru and become well established. This can be done in the near south if some attention is paid to covering them during severe cold. Advantage of the early start is that flowers are had before very warm weather destroys them. We have found them a profitable outdoor crop for years by sowing late January, growing in pots, and planting out around mid-April. This planting comes in heavy crop about mid-June. This class is also planted to advantage with late planted Earlies. They will flower heavily after the Earlies become exhausted.

THE SIX BEST LATE PEAS

To help growers select "All the Best" from the rather long list of Late Peas, we have carefully selected the following six varieties as best in their respective colors. This selection is based on actual experience growing them for market.

Pinkie. Excellent long-stemmed, large rose-pink; some heavier growth than Bonnie Briar. The standard rose-pink.

Pinnacle. Deeper rose than Pinkie; a fine large commercial type.

Gigantic. Finest black-seeded white; extra large flowered and many duplexed.

Chinese Blue. Bright strong blue; clearly the superior blue.

Highlander. Decidedly improves Powerscourt in flower size, stem, and growth; the best lavender.

Welcome. Deep brilliant sunproof scarlet; finest in this color.

Six Best Mixture. A mixture of "All the Best" in Late Peas; the above varieties.

Prices on All above each: 1 oz., 20c; 4 ozs., 50c; 1 lb., \$1.75.

NOVELTIES

***Maytime.** A rich golden cerise with fine long-stemmed habit; lots of 4's, and extra large blooms.
1/2 oz., 20c; 1 oz., 35c; 4 ozs., \$1.20; 1 lb., \$4.00.

***Ball Shrimp Pink.** A delicate shade of shrimp-pink; quite unusually long-stemmed and strong growing.
1/2 oz., 20c; 1 oz., 30c; 4 ozs., \$1.00; 1 lb., \$3.50.

GENERAL LIST (EXCEPT 6 BEST)

***Ambition.** Fine rosy lavender.
***Ascot.** Pleasing light rose-pink.
Avalanche. Finest white-seeded white.
***Beatall.** Sparkling pink suffused salmon; extra for growth.
***Begonia Rose.** Rich even Begonia rose.
Blanche Ferry. Rose and white bicolor.
Blue Bird. Fine clear blue.
***Blue Flame.** Deep bright blue.
***Bonnie Briar.** Very fine rose-pink.
Campfire. Deep sunproof scarlet.
Chieftain. Rich satiny mauve-blue.
Constance Hinton. Black-seeded white.
Crimson King. Fine sunproof crimson.
Debutante. Soft salmon shaded pink.
Fiancee. Quite attractive soft salmon-pink.
Fluffy Ruffles. Soft cream pink.
Giant White. Pure white.
Glencages. Clear even lavender.
Hawlmart Lavender. Light lavender.
Hawlmart Pink. Rose-pink salmon.
***Headlight.** Fine sunproof orange-scarlet; extra for stem and bright color.
Heavenly Blue. Good Delphinium blue.

Hebe. Large rose-pink.
Hero. Cerise; prefer Headlight.
Lady Loch. Light bluish pink flushed salmon.
Lady Ruffles. Large ruffled soft pink.
Loveliness. Silvery pink cream ground.
Magnet. An improved Miss California.
Mary Pickford. Cream salmon-pink.
Mastercream. Extra strong cream.
Matchless. Deep cream.
Miss California. Large salmon-rose.
Model. Good white.
Olympia. Deep purple.
***Powercourt.** Fine standard lavender; strong growing and good stem.
Royal Purple. Large rich purple.
Royal Scot. Sunproof orange-scarlet.
Springtime. Nice light clear rose.
The Clown. Crimson and white.
Warrior. Deep bronze-maroon.
Prices on all above standard varieties: 1 oz., 20c; 4 ozs., 60c; 1 lb., \$1.75.
Ball Florist's Mixture. Mixture of above standard kinds.
1 oz., 15c; 4 ozs., 50c; 1 lb., \$1.25; 5 lbs., \$5.00.

BALL CALENDULA

(3000 seeds per Ounce)

Originated and Introduced by us 19 Years Ago

While Calendula seem to be slipping somewhat in most wholesale markets, no retail grower can afford to be without them. If sown in our latitude around August 1 and planted out about September 1, grown cool as possible, they get into heaviest crop around Xmas and January. At this season greenhouse flowers are scarce if they ever are. And, unlike most other flowers, Calendula hold their color perfectly regardless of dark spells. By disbudding, an early started crop can be cut down by Valentine's Day, producing around eight flowers per plant. With a spring follow-up of, say, Stocks, we find the space pays out fairly well, better than when flowered during spring months. They like deep rich soil, but get soft in it unless grown cold and rather dry during darkest months. On raised beds they grow harder but shorter stemmed. About their wilting in mid-winter, we don't close our vents on Calendula, except for freezing or storms, until steady firing begins, with us around November 1. This cold treatment starts our plants into the short days well hardened. In this condition the flowers don't wilt. Also about singles; not over 1% of our Calendula will come really single. Such plants are quite weak, produce small single flowers early and should be pulled out. Any check to the growth of Calendula, such as might be caused by poor soil, too dry at the roots, too warm, life drawn out by aphids, or a dark house, also the cutting down of a crop, is a check to the plants, that explains so many singles toward the finish. Many retail growers don't disbud; this provides a more or less continuous crop without the cutting down effect we get in disbudding.

Where summer heat is not extreme, or until hot weather sets in, Calendula are quite attractive for bedding. They are largely used in the South for this purpose during the winter months. While some might prefer the longer stemmed Ball varieties for this purpose because of their cutting value, the more compact growers, especially the quilled Radio, Orange King, and Orange Shaggy, and for lighter effect Radio Golden Beam, are more typically bedding varieties.

PLEASE NOTE: Our strains of Ball Calendula are to be had **ONLY** in our sealed packets.

FOLLOWING ARE OUR GOOD STANDARD KINDS

Prices (Except Mixtures):

Tr. pkt., 40c; 1/4 oz., 60c; 1 oz., \$2.00; 2 ozs., \$3.50; 4 ozs., \$6.50; 1 lb., \$20.00.

Prices on weight lots will be accepted on 2 or more varieties together. For instance on 1/4 oz. each of 4 varieties, instead of allowing 60c each, the ounce price of \$2.00 will be accepted, or, 4 ozs. of 4 different varieties should be priced at \$6.50.

*Ball Improved Long Orange. (New).

Attractive bright golden orange with light eye; a clearer lighter color than our regular Long Orange. Quite outstanding for extra large flowers and long stems; excellent for cutting.

*Ball Long Orange.

Long-stemmed, clear orange with light center; well liked for its deep strong orange color.

Sensation. Similar to our Ball Long Orange.

*Ball Masterpiece.

Long-stemmed, clear orange with dark center. The attractive contrast of the dark eye makes this variety quite popular.

Ball Supreme.

Similar to Masterpiece, but some lighter colored. Flower size and stem length medium, but unusually free flowering.

*Ball Gold.

Extra long-stemmed, large deep golden yellow. Doesn't branch so freely, so we plant some closer, say 10 x 12 in.

*Ball Lemon Queen.

Deep lemon-yellow with attractive dark brown eye. Very effectively contrasting colors, and our most popular yellow.



Vase of Our Ball Gold Calendula.

Ball Apricot.

Light straw or buff color with showy dark center. Color varies some, but a quite attractive strain.

Ball Calendula Formula Mixture.

Made up of the above varieties with fully half orange. Intended for retail growers whose space is limited.

Ball Art Shades Mixture.

Contains many original and interesting color effects, many being new in Calendula and hard to "true up."

Prices on BOTH above Mixtures:

Tr. pkt., 35c; 1/4 oz., 50c; 1 oz., \$1.50.

CALENDULA FOR BEDDING

Following varieties are of compact growth not suitable for cutting because short-stemmed, but highly attractive for bedding except during very hot weather.

Orange Shaggy.

Petal tips of this bright orange variety are finely fringed, giving it a distinctive appearance. Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 65c.

Apricot Queen.

An apricot-buff with petal tips attractively flecked orange. Tr. pkt. 20c; 1/4 oz., 35c; 1 oz., \$1.10.

Frilled Beauty.

New deep orange, attractively frilled flowers. Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

Sunshine.

Loose petaled, bright yellow, upright growth with good stems. Identical to Chrysanth.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

Prices on the following, each:

Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.75; 1 lb., \$4.50.

Radio. Bright orange, quilled petals, quite attractive.

Radio Golden Beam. Clear yellow Radio.

Orange King. Dark centered deep orange; for bedding.

Lemon Queen. Light lemon-yellow. Somewhat taller growth.

Ball Bedding Mixture.

Well proportioned mixture of all dwarf bedding varieties.

ANNUAL LARKSPUR

(8,000 seeds per ounce)

It is quite clear that the interest in annual Larkspur is increasing. No doubt, this is due not only to its attraction as cutting material, but also to the ease with which it is grown. It is true that less than year old seed sometimes seems to go into a dormant stage, but in moderate temperature this doesn't often happen. Also, greenhouse Larkspur is susceptible to rot, but good culture—plenty air and clean soil—usually takes care of this. We once planted a house of Larkspur, using heavily enriched soil, in deep ground beds. Also, thru the dark months of winter carried it quite cold. It made a remarkable growth, but the flower stems were so hollow they broke in handling. Also, growth was so rank that it was easily cut into by rot. The house was a financial failure. On the other hand, we have grown it on shallow beds of a Carnation house profitably, flowering it during mid-winter with good stems but not extra long. Also, we have sown it outdoors early in July without a trace of germination, tho kept well moistened. With the coming of cool wet weather in September it came up 100%—apparently. Larkspur is much used for fall sowing outdoors; such a start brings on an early spring crop. In the north such a sowing must be made late enuf to avoid germination of the seed, but around the latitude of Philadelphia and south the sowing should be made early enuf to permit the seedlings to become well established, in which shape they will usually winter over, for annual Larkspur is more than half hardy.

Seed growers, particularly in California, are keenly interested in the improvement of Larkspur; and to realize what they have accomplished, consider the extent they have been bettered in the last dozen years. But no variety is perfect, and never will be. A few singles and rogue colors will always show up, for reversion and variation seems the law of every form of life.

All Larkspur seed orders calling for immediate shipment received during July-August must be filled with '38 or last year's crop. Chances are it will not germinate in very hot weather. If you are not sowing until September, specify *new crop* and your order for this seed will be filled early in September.

BASE BRANCHING OR IMPERIAL VARIETIES

The preferred type for cut flowers.

***Blue Bell.** Clear mid-blue; excellent.

Blue Spire. Rather deep violet-blue.

Carmin King. Carmine-rose.

Daintiness. Light lavender shade.

***Dazzler (New).**

Fine large carmine-rose; our trials showed this clearly more uniformly colored than Carmin King.

Exquisite Pink Improved. Rich soft pink.

***Gloria Improved.** Bright rose-pink.

***Lilae Queen.** Rich lilac-lavender.

Los Angeles Improved. Nice salmon-rose.

***Miss California.** Pink shaded salmon.

***Sweet Lavender (New).**

Greatly improves Lilae Queen in stronger color, larger better formed spike, and uniform habit.

***White King.**

Finest white; large flowered and whiter than White Spire.

White Spire. Good white.

Formula Mixture. Specially blended mixture of above.

PRICES on all above varieties and Formula Mixture: Tr. pkt., 25c; ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00; 1 lb., \$10.00. 4 ozs. of any one variety at lb. rate.

STOCK-FLOWERED VARIETIES

Dark Blue. A rather heavy color.

***Lilac Supreme (New).**

A deep but not heavy lilac-blue; excellent.

Lilae. Pleasing shade of deep lilac.

Los Angeles. Salmon-rose.

***Rosamond.** Deep rose; excellent.

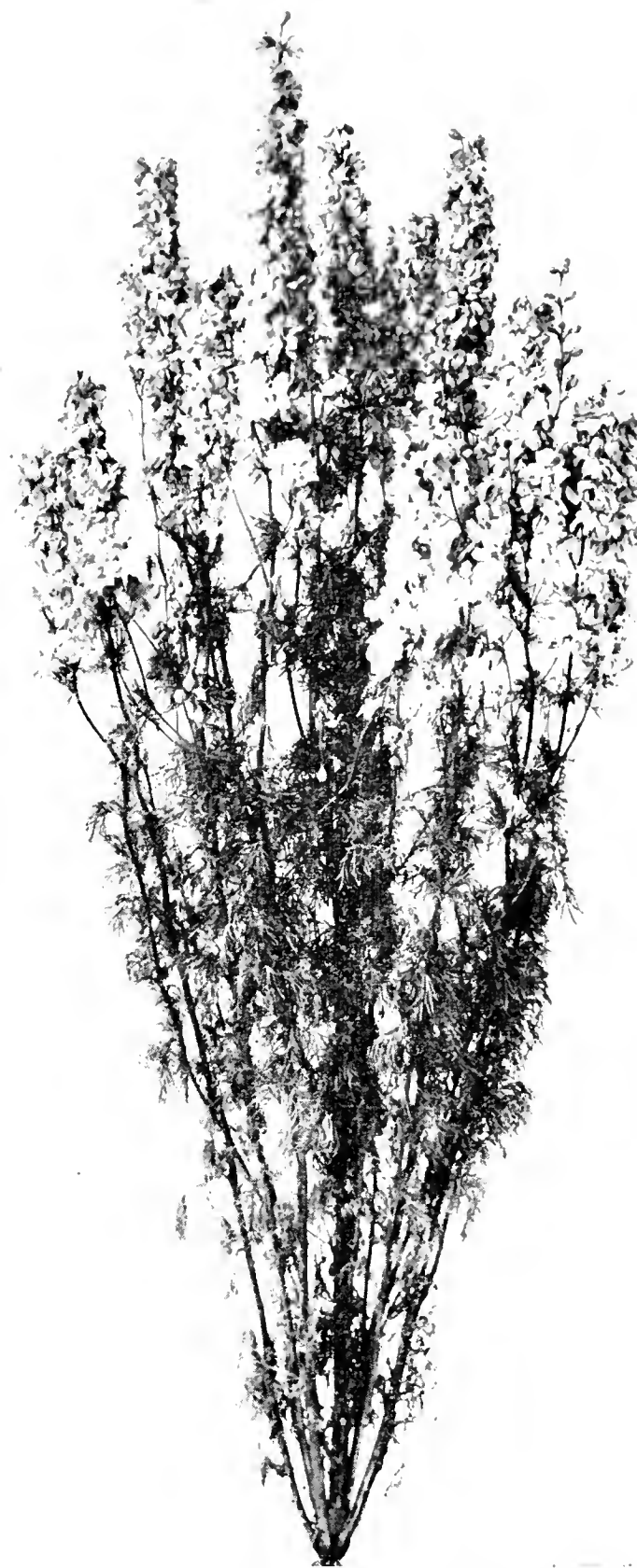
Rose Queen. Very attractive rose-pink.

Sky Blue. Good light blue.

White. Prefer White King.

Formula Mixture of the above.

PRICES on all above varieties and Formula Mixture: Tr. pkt., 20c; ½ oz., 30c; 1 oz., 50c; 1 lb., \$5.00. 4 ozs. of any one variety at lb. rate.



Showing why the new Imperial or Base-Branching varieties are preferred for long-stemmed cutting.

GIANT HYACINTH-FLOWERED

Produce one long non-branching spike. Seed germination is more uncertain than is that of the branching class.

Dark Blue. Lilae. Pink. Purple. White. EACH: Tr. pkt., 25c; ¼ oz., 30c; ½ oz., 50c; 1 oz., 80c; 1 lb., \$8.00. 4 ozs. of any one variety at lb. rate.

Mixed: Tr. pkt., 15c; ½ oz., 30c; 1 oz., 55c; 1 lb., \$5.50.

DWARF EMPEROR TYPE

Less than half the height of the regular cut flower kinds and is used for bedding.

Ageratum Blue. Well named and a pleasing color.

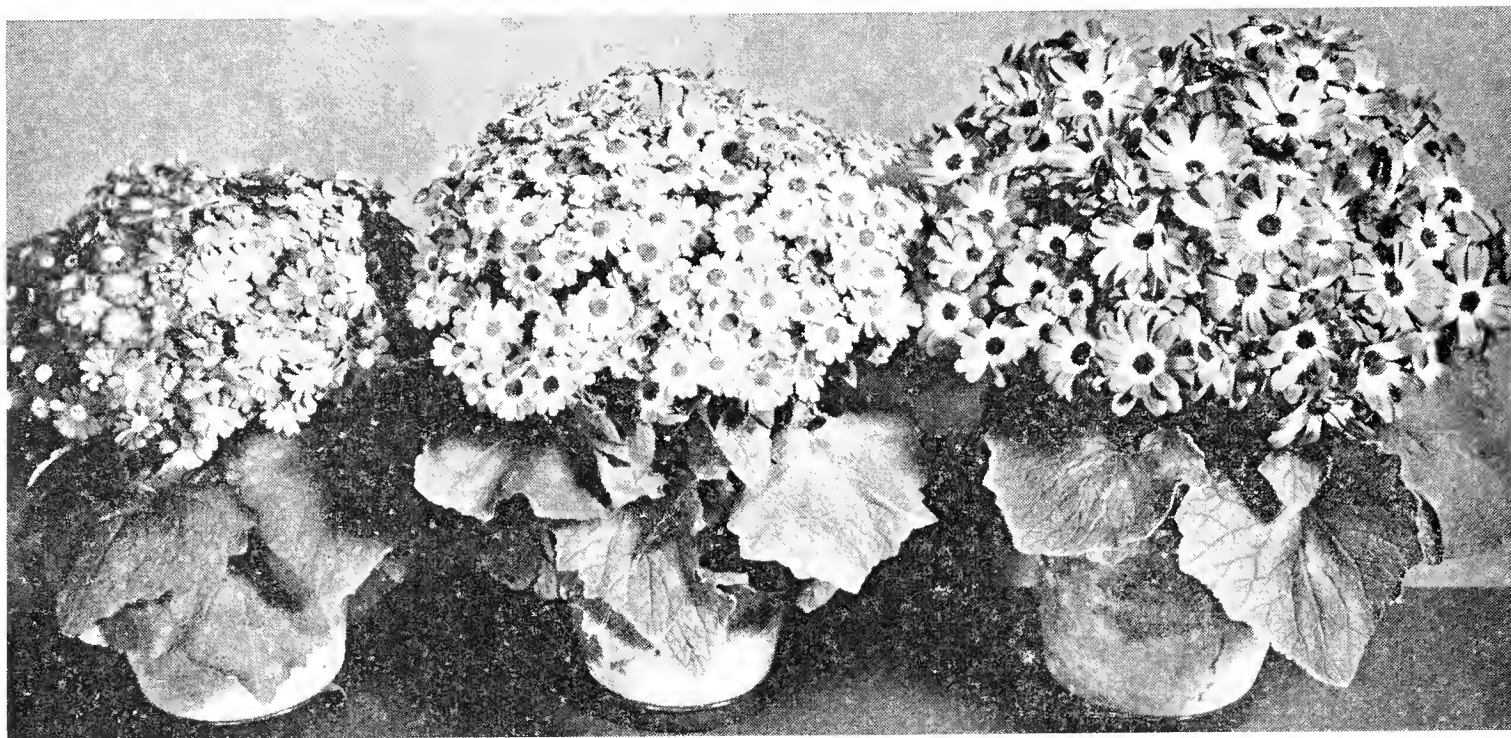
Tr. pkt., 25c; ½ oz., 40c; 1 oz., 75c.

Enchantress. Light pink. Tr. pkt., 35c; ½ oz., 80c; 1 oz., \$1.50.

Pink Delight. Soft rose. Tr. pkt., 25c; ½ oz., 40c; 1 oz., 75c.

Mixture of All colors in this type.

Tr. pkt., 20c; ½ oz., 35c; 1 oz., 60c.



Take your choice. They represent the 3 best strains. From left to right, Multiflora Nana, Cremer's and Berlin Market. Cremer's is most popular. Our strain of this is carefully selected for brighter colors and uniform habit.

FINE CINERARIAS

Easily and economically grown, ever-popular American pot plant crop. While they are available in an array of flower sizes, colors, and habits, the American demand centers quite largely on the three types pictured, with the preference going largely to the center type—Cremer's. Demand for our Weissensee strain of Berlin Market with its larger bright-eyed flowers is second choice and steadily increasing, for our public seems to tire of one type—good as it might be. We suggest some of each, favoring Cremer's. Note the Multiflora Nana type left in picture. We use only Gold Center strain of this. Dwarf, nicely rounded, full flowerhead habit makes it well liked by some. Also, we offer attractive separate colors in Berlin Market and Multiflora Nana. Clear blue and red come quite true. We grow annual trial lots of Cinerarias from the best growers, regardless. Our strains or supplies are based on these trials. A June sowing can be flowered in 5 in. pots for Xmas; and while not particularly popular at this time, the red is an attractive color for this occasion. An August sowing generally makes Easter if grown cool, say around 45 deg. All our Cineraria trials are sown about October 1 and flowered in 4's or 5's by Mother's Day. We grow Cinerarias in well enriched sterilized soil. Using such soil and not overwatering will avoid, we find, root rotting that causes the stunted effect occasionally noted.

***Cremer's Prize Mixture.** 6300 s.— $\frac{1}{32}$ oz. Large heads of medium small flowers, very freely produced, and in a well-balanced mixture of colors. Semi-dwarf habit and with smaller foliage than most other strains, taking up less bench space per plant. Small flowers in most any class of plants will hold up longer than larger flowered types. This point favors Cremer's strain. Tr. pkt., \$1.50; $\frac{1}{64}$ oz., \$2.25; $\frac{1}{32}$ oz., \$4.00; $\frac{1}{16}$ oz., \$7.50.

***Berlin Market (Weissensee Strain).**

3500 s.— $\frac{1}{32}$ oz. Practically all flowers are light centered with colors generally brighter than Cremer's. Flowers medium large and attractive. While demand for this strain is second, it is clearly the most attractive of the mixtures. A very excellent strain. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.60; $\frac{1}{32}$ oz., \$2.75.

Cremer's & Berlin Market Mixed.

For the grower who wants a limited amount of both strains, we offer this mixture that consists of one-third Berlin Market and two-thirds Cremer's. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75.

***Siter's Rainbow Strain.** Most promising of the past season's novelties. Our trial showed it rich in good selling blues, crimsons, etc. with a predominance of white eyes. Medium large flower and restricted early habit. Quite outstanding for showy colors, well deserving its name. Tr. pkt., \$2.00.

***Grandiflora Dwarf Mixture.**

This new German strain comes uniformly dwarf, large flowered, and practically 100% light centered. Our trials sown October 1 produced 4 in. plants for Mother's Day—8-10 in. in height; excellent. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75.

Giant Exhibition Strain Mixed (Howard and Smith Strain).

Strikingly large flowers in a bright attractive array of colors. Very showy but difficult to handle because of size of flowers. Practically 100% true. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$2.75.

Eriksson's Private Stock. A Berlin Market selection made by a Chicago pot plant specialist. Preferred by some growers. Good stock. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.75.

BERLIN MARKET, SEPARATE COLORS

(3500 s.— $\frac{1}{32}$ oz.)

Dark Crimson. Attractive shades of deep crimson.

Dark Blue. Can be depended on to come about 90% true to color. EACH: Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.25.

MULTIFLORA NANA TYPE

(6300 s.— $\frac{1}{32}$ oz.)

Dark Crimson. Of typical Multiflora habit.

Dark Blue. Bright shades of clear mid-blue.

EACH: Tr. pkt., 50c; $\frac{1}{64}$ oz., \$1.75.

***Mixture (Gold Center Strain).**

Considerable demand for this class because of its extra dwarf habit. Nice to sow late and flower in 4 in. pots for Mother's Day. Small flowered, and dwarf habit is uniform.

Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.00.

HYBRIDA GRANDIFLORA, SEPARATE

COLORS

(3500 s.— $\frac{1}{32}$ oz.)

Azure Blue. Especially showy clear blue shades.

Kermesina. A rich deep red.

Sanguinea. A strong blood red Grandiflora; more attractive color than Matador, and a new color in Cinerarias.

EACH: Tr. pkt., 75c; $\frac{1}{64}$ oz., \$2.00.

Hybrida Gigantea.

Dark red with white eye. An outstanding color combination. Medium large flowers, and compact. Tr. pkt., \$1.00; $\frac{1}{64}$ oz., \$1.85.

Stellata or Star Mixture.

This small flowered strain under favorable conditions grows 2 to 3 ft. Used for either pots or cutting. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25.

Plenissima, Double Mixed. Finely rounded, full double flowers about 1½ in. in diameter. Of interest as a novelty. Tr. pkt., 50c.

PRIMULAS

A wide and valuable class of florists' plants. Hardy perennial Primulas will be found under perennials. We have personally checked all European Obconica seed growers and are satisfied that our growers' strains of this class are not only as good but better than any other stocks we have seen.

OBCONICAS

(4,500 s. per $\frac{3}{4}$ ounce). Most colorful of all Primulas. Though some find contact with them irritating, the demand for Obconicas actually seems increasing. A June sowing of this class will make nice 4 in. stock middle of next winter; in fact, our trials are sown late September and flowered late winter or early spring. They will stand a little more temperature than other classes. The time late sowings flower will depend on this, and to some extent whether you are in the North or South. All our Obconica seed is put up for us by our European grower in sealed glass containers to conserve germination.

White.

A popular color.

Better Days.

Large flowered deep carmine-red; good compact habit.

Coerulea.

Fairly dark blue.

Fasbender's Red.

Large deep crimson.

*Lachsrosa.

Large bright rose with attractive salmon shading.

Mohnstein's Atrosanguinea.

Dark red.

*Mohnstein's Dark Red.

Well known dark red.

*Mueller's Berlin Rose.

Bright clear rose.

*Mueller's Rosea.

Salmon Queen.

Salmon or coral-rose. Any above priced at: Tr. pkt. (1/128 oz.), \$1.10; $\frac{1}{16}$ oz., \$2.00; $\frac{1}{8}$ oz., \$3.75.

Mixture.

Carefully blended mixture of above colors.

Tr. pkt. (1/128 oz.), 60c; $\frac{1}{16}$ oz., \$1.00; $\frac{1}{8}$ oz., \$1.75.

Portland Beauty.

Double flowering rose-pink; excellent. Tr. pkt., \$1.50.

MALACOIDES

(12,000 s. per $\frac{3}{4}$ ounce.) A rapid growing indispensable class for every retail as well as pot plant grower, also about one-third hardy so they enjoy a strictly cool house—plenty of air. While specialists sow as early as June for specimen 6 or 8 in. pan plants, nice specimens can be produced with say three plants of a late August or early September sowing. In fact, small plants can be produced for spring combinations by sowing late as mid-winter. In our past winter's trials we judged the following most valuable *in the order named*:

*Riverside (Erikssoni).

Rose shaded salmon; large strong growth. Easily finest of the salmon-rose colors. Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$1.75; $\frac{1}{8}$ oz., \$2.75.

Rosea Superba.

Extra large light lavender flower with strong growth.

Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.25.

Baby Alba (Erikssoni).

Extra large pure white; strong growth and long-stemmed.

Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$1.50.

Baby Rose (Erikssoni).

Fairly dark rose; medium strong growth. An ever-popular color.

Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$1.50.

Wadenswil Salmon.

Light attractive coral-pink, compact growth; fairly strong. Quite choice for light effects. Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$1.50.

*Brilliance (Erikssoni).

Dark rose-red. Presents a somewhat two color effect by developing flowers being lighter shade. Growth fairly strong.

Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$1.50.



Baby Rose—its bright rose color and dwarf habit rate it high among Malacoides.

Weihenstephan.

Clear salmon-pink. Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.00.

Appleblossom (Erikssoni).

Extra light blush pink. Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$1.50.

New Baby (Erikssoni).

Large fairly compact deep rose. Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$1.50.

Princess Mary.

We find this English variety a quite deep rose; excellent.

Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.00.

Mixture.

Carefully balanced mixture of above. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.75.

CHINESE

(18,000 s. per ounce). An easily grown pot plant class that has a great number of attractive colors added to it in recent years. Largely used by retail growers; flowers are inclined to shatter in long distance shipping. An early June sowing is necessary to produce 4-5 in. pot plants for Xmas. An early September sowing will make nice plants for late winter and Easter.

*Dazzler.

Vivid orange-red. Outstanding color in this class.

Tr. pkt., \$1.00; $\frac{1}{16}$ oz., \$2.50.

Chiswick Red.

Rich bright red.

Coerulea.

Very excellent light blue.

Defiance (Crimson King).

Deep red, dark center; fine.

*Duchess.

White with attractive Tyrian rose center.

*Gigantea White.

Extra large clear color.

*Rose Queen.

Large bright carmine-rose. Excellent.

Special Mixture.

Carefully balanced mixture of above.

All above Except Dazzler priced at: Tr. pkt., 50c; $\frac{1}{16}$ oz., \$1.25.

Primula Kewensis.

Deep yellow winter flowering pot plant. 10 to 12 in., nice.

Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.25.

For Hardy Primulas, see page 23.

BEGONIAS

(30,000 s. per $\frac{1}{32}$ ounce)

SEMPERFLORENS OR FIBROUS-ROOTED

Much progress is being made in the development of this popular class. This improvement is largely in dwarf, well rounded, free flowering growth. For pot plant and bedding this increases their value greatly over the taller growing older varieties. Notable in this class are: Rose and Red Pearl, Darling, and Luminosa Compacta. Such are choice for bedding or pot plants. Where summers are extreme or prolonged, fibrous rooted Begonias are not popular for bedding but can be used if light enriched soil and protection from the sun are provided. Also, must be kept moist. Full $2\frac{1}{2}$ in. pot plants are grown in three months from sowing.

Adeline (New). Extra dwarf small and free flowering bright pink Begonia. Attractive green foliage and quite true.

Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$1.85.

***Albert Martin.**

Extra large bright carmine. Tr. pkt., 50c; $\frac{1}{32}$ oz., 85c.

Carmen. The original bronze-leaved Begonia. Flowers are bright rose-pink, a color that contrasts well with the dark foliage.

Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$1.75; $\frac{1}{16}$ oz., \$3.25.

Christmas Cheer. Fairly dwarf crimson-scarlet.

Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$1.40; $\frac{1}{16}$ oz., \$2.25.

***Darling.** Bright clear rose under glass, becoming carmine-rose outdoors. Well formed for pots or bedding and unusually free flowering. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.25; $\frac{1}{16}$ oz., \$4.00.

Elegant. Unusually large soft rose flowers with luxuriant green foliage. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.00; $\frac{1}{16}$ oz., \$3.50.

Erfordia.

Clear pink; extra free flowering. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.50.

Essen. Fine large rose-red with bright green foliage. Distinctive color and medium in habit. Tr. pkt., \$1.00.

***Fire Sea (Blaze of Fire).** Large fiery red flowers with green foliage. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.00.

Glory of Erfurt. Large bright carmine-rose.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.15; $\frac{1}{16}$ oz., \$2.00.

***Glow (Glut).**

Showy red flowers. Of medium dwarf habit and valuable as a pot plant. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$1.60; $\frac{1}{16}$ oz., \$3.00.

Gustav Knaake.

Salmon-pink, resembling Melior. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.50.

***Indian Maid.** Foliage a deep lustrous bronze with richly contrasting scarlet flowers. Really quite outstanding for color effect.

Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.00; $\frac{1}{16}$ oz., \$3.50.

King of the Reds (New). Glowing red flowers, green foliage, and a vigorous habit of growth make this a valuable variety for pots or border work. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.25.

***Lightning.** Strikingly large carmine-scarlet flowers; deep green foliage. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$1.50; $\frac{1}{16}$ oz., \$2.60.

Luminosa. Deep scarlet, reddish brown foliage; fine.

Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$1.75; $\frac{1}{16}$ oz., \$3.00.

***Luminosa Compacta.** Bright scarlet; extra dwarf selection from Luminosa. Ideal as a dwarf bedding variety. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.00; $\frac{1}{16}$ oz., \$3.50.

Mignon.

Brilliant salmon-scarlet; semi-dwarf. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.75.

***Pink Pearl (New).** Same extra compact habit as Red Pearl, but flowers are a clear rose-pink. Distinctive for unusually restricted habit; ideal for pots. Tr. pkts. only, \$1.00.

Prima Donna. Light rose-pink shading to carmine-pink outdoors. Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.15.

Radio. Extra large carmine-scarlet; green foliage.

Tr. pkt., \$1.00; $\frac{1}{32}$ oz., \$2.25.

***Red Pearl (New).**

Bright scarlet flowers freely produced on extra compact round plants. Distinctive for unusually restricted habit; ideal for pots. Free flowering. Tr. pkts. only, \$1.00.

Scandinavia. Outstanding new large flowered pot plant strain; good bushy habit with attractive dark green foliage; attractive shades of rose and pink. Tr. pkt., \$1.50.

Scarlet Queen.

Large scarlet; bronze green foliage. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.50.



The fibrous rooted Begonias reach their highest usefulness as pot plants for spring sales. Sow seed any time from May to December.

Snow. Fine large flowered, pure white type; improves old White Pearl in larger flowers and purer color. Good medium dwarf habit. Tr. pkt., \$1.00.

Tausendschoen (New). Fairly heavy growing bright rose-pink; large and free flowering. Tr. pkt., \$1.00.

Vernon. Deep blood-red; dark leaved. Tr. pkt., 35c; $\frac{1}{32}$ oz., 75c.

White Pearl. Standard white. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.50.

Mixture. Of all colors in this class. Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.00.

TUBEROUS ROOTED BEGONIAS

We call attention to the fact that most kinds in this class can be grown into 4 in. pot plants in six months from seed sowing; but Begonia seed is quite small and must be handled carefully.

Mrs. Helen Harms (Multiflora fl. pl.).

A fine deep canary-yellow previously propagated only by cuttings. Flowers about $1\frac{1}{2}$ in. semi-double and very freely produced.

Tr. pkts. only, \$1.00.

Multiflora Nana.

Attractive mixture of small but freely produced double flowers; similar in type to Helen Harms, and one of the choicest of the dwarf tuberous class. Tr. pkt., \$1.00.

Narcissus-Flowered.

Flowers closely resembling Narcissus, and about 3 in. across. Attractive mixture. Tr. pkt., \$1.00.

Large Flowered Single Mixed.

Attractive shades of orange, rose, scarlet, etc.

Tr. pkt., 50c; $\frac{1}{32}$ oz., \$1.25.

Large Flowered Double Mixed.

Not quite so large as above but attractive fully double flowers. Tr. pkt., \$1.00; $\frac{1}{128}$ oz., \$2.50.

***Lloyd Mixed.** Of graceful pendulous habit. Nice 4 in. plant matures in 6 to 7 months from sowing. Flowers double, about 2 in., and in shades of scarlet, salmon and white.

Tr. pkt., \$1.00; $\frac{1}{128}$ oz., \$3.00; $\frac{1}{64}$ oz., \$5.00.

Lloyd Red Shades. Similar to above but shades of scarlet.

Tr. pkt., \$1.00; $\frac{1}{128}$ oz., \$3.60.

Rex Hybrids. Ornamental leaved mixture of Rex Begonias; many attractive variations. Seed is very small and must not be covered. 500 seeds, \$1.75; 1000 seeds, \$3.25.

CALCEOLARIAS

(20,000 s. per ½ ounce)

Nicely grown Calceolarias make irresistably fine pot plants, and they are not at all difficult to grow in a cool house with protection from sun and uniform soil moisture; in fact, they are easily grown if these conditions are provided. For 5 or 6 in. specimens, sowing is generally done in July and August. Our trials are sown around October 1, and they make excellent 4 in. plants, as pictured.

HYBRIDA GRANDIFLORA

(Large flowered varieties)

***Dwarf Tigered and Spotted Mixed.** Uniformly dwarf tigered and spotted mixture. Tr. pkt., \$1.00; ¼ oz., \$2.50; ½ oz., \$4.50.

Albert Kent. Flowers golden yellow with large red blotch on each. Tr. pkt., \$1.00; ¼ oz., \$2.50.

Albert Kent Hybrids. Intermediate in size of flowers. Excellent color range. Tr. pkt., \$1.00; ¼ oz., \$2.00.

***Cloth of Gold.** Medium sized golden yellow flowers very freely produced; dwarf and very showy. Tr. pkt., \$1.00; ¼ oz., \$2.25.

Kelway's Perfect Model.

We supply originator's seed of this well known strain.

Tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$4.25.

Tigrina. All flowers attractively tigered or spotted; medium size flowers and fairly tall growth. Tr. pkt., \$1.00; ¼ oz., \$2.50.

Hybrida Grandiflora Mixture.

Tr. pkt., \$1.00; ¼ oz., \$2.00; ½ oz., \$3.50.

***Monarch Strain.** A strong growing, attractively colored Grandiflora mixture. About ten days later than regular mixtures but very fine. Tr. pkt., \$1.00; ¼ oz., \$2.25; ½ oz., \$4.00.

MULTIFLORA NANA CLASS

Most popular for smaller pot plant sales; dwarf, free flowering, and brightly colored.

***Multiflora Nana Mixture.**

Most widely used. Uniformly dwarf and very attractive. See Novelty list page 2 for further description.

Tr. pkt., \$1.00; 1/128 oz., \$2.00; ¼ oz., \$3.65.



This cut pictures three distinct classes of Calceolarias. On the right is the fairly tall, spotted Tigrina; the ever popular Multiflora Nana in the center, with a Dwarf Tigered Grandiflora on the left. Seed for these was sown early October, flowering in May.

***Golden Tiger.** Golden yellow, richly spotted red; excellent. Tr. pkt., \$1.00; 1/128 oz., \$2.00; ¼ oz., \$3.60.

***Indian Prince.**

Rich deep scarlet, of good Multiflora Nana habit. Throws a few golden yellow rogues, but both are very attractive.

Tr. pkt., \$1.00; 1/128 oz., \$2.15; ¼ oz., \$4.00.

RUGOSA TYPE

Flower Cloud (New).

Our trials the past two seasons lead us to consider this the best pot plant variety on the list. It is a cross between a Rugosa and a regular or Grandiflora, explaining its more elastic foliage that is easier to pack without cracking. Flowers are between Multiflora Nana and Grandiflora in size and in a very bright mixture of well balanced colors. Medium tall with strong growth. Tr. pkt., \$1.00; 1/128 oz., \$3.75.

Perennial Hybrids.

A very small flowered type used for large exhibition work and for bedding in moderate climates. Tr. pkt., \$1.00.

SCHIZANTHUS

(5,000 s. per ⅛ ounce)

No retail grower, unless in the deep South, can afford to be without Schizanthus. In water they will hold up longer than will Peas, but shatter too easily for shipping. They make quite a soft free growth, and during the dark months of winter the growth will not harden enuf to set buds unless the roots are confined to either pots or shallow beds.

***Ball Brilliant Blend.**

A carefully blended mixture of medium dwarf strains, all large flowered with fairly dark bright colors. Tr. pkt., 35c; ⅛ oz., 75c; ¼ oz., \$1.15.

***Ball Dwarf Mixture (See cut).**

Quite distinctive and valuable as a pot plant, being about half the height of most strains. Particularly choice flowered in smaller sizes.

Tr. pkt., 50c; ⅛ oz., \$1.00.

***Dr. Badger's Improved Hybrids.**

Large flowered strain with choice colors and medium dwarf habit. An excellent all purpose strain. Tr. pkt., 35c; ¼ oz., \$1.00.

Pansy-Flowered (Daubury Park Originator's Seed).

The only true Pansy-flowered strain we have ever flowered. Comes about 95% true to large flat pansy-like flowers. Originator's Pkts. only, 75c.

***Giant Blotched.**

Noted for its brightly colored flowers, each having a bold dark center.

Tr. pkt., 50c; ⅛ oz., \$1.00.

Monarch Strain (Hurst).

Extra large flowered, even some larger than Dr. Badger's. Tr. pkt., 50c; ⅛ oz., \$1.00.

Bridal Veil.

Pure paper white, medium tall habit. Tr. pkt., 35c; ⅛ oz., 70c.



SCHIZANTHUS, Ball Dwarf Strain
The attractive form and free-flowering habit of these plants have increased their popularity every year since their introduction.

MISCELLANEOUS ANNUALS

ALOE

Variegata.

6500 s. (Tiger Aloe). A very popular and generally satisfactory succulent house plant. Seed can be sown any time. 100 seeds, \$1.00; 1000 seeds, \$8.00.

ASPARAGUS

750 s. Likes heat during germination and a sandy soil mixture.

Plumosus.

Sprengeri.

Prices on above, each: 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00; 5000 seeds, \$4.50; 1 lb., \$8.00.

For perennial *Asparagus Verticillatus*, see page 19.

BROWALLIA

65,000 s. Fine winter and spring flowering pot plant.

Speciosa Major.

10 in. Standard large flowered blue. Tr. pkt., 35c; $\frac{1}{16}$ oz., \$1.00.

Speciosa Major White.

Same as above but white. Tr. pkt., 50c; $\frac{1}{8}$ oz., \$1.50.

Viscosa Compacta Sapphire.

More compact than above with a profusion of small attractively light-eyed flowers. Tr. pkt., 35c; $\frac{1}{16}$ oz., \$1.00.

CANDYTUFT

Hyacinth-Flowered Giant White. (Ball Strain).

9500 s. A fall sowing will flower during mid-winter on raised beds. Tr. pkt., 20c; $\frac{1}{2}$ oz., 40c; 1 oz., 75c; 4 ozs., \$2.35; 1 lb., \$7.50.

For perennial *Candytuft* or *Iberis*, see page 21.

CENTAUREA CYANUS

(Bachelor Button). 6500 s. Ours are the new large flowered strains for florist use.

***Blue Boy.** The standard Bachelor Button blue.

Black Boy. Deep maroon.

***Pinkie.** Attractive rose.

Red Boy. Carmine-rose.

Snow Man. Pure white.

Formula Mixture of all colors in this class.

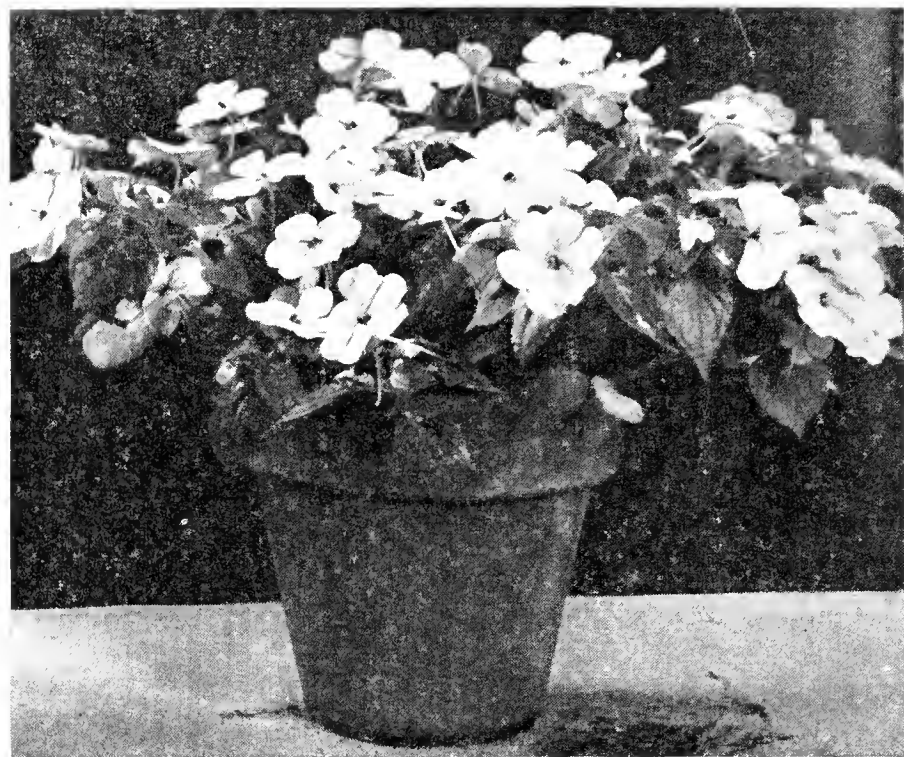
Prices on above, each: Tr. pkt., 15c; 1 oz., 40c; 4 ozs., \$1.30; 1 lb., \$4.00.

For hardy *Centaurea Montana*, see page 19.

CYCLAMEN

We handle exclusively the famous Binnewies' strain.

	100 Seeds	1000 Seeds	5000 Seeds
No. 1. Dark Blood-Red	\$1.25	\$11.00	\$50.00
No. 2. Bright Red	1.25	11.00	50.00
No. 3. Pure Rose	1.25	11.00	50.00
No. 4. Soft Rose with carmine eye. (Improved Rose of Marienthal).	1.25	11.00	50.00
No. 5. White with carmine eye	1.25	11.00	50.00
No. 6. Pure White	1.25	11.00	50.00
No. 7. Bonfire. Brilliant salmon	1.85	16.50	76.00
No. 8. Salmon-Scarlet. (America Improved).	2.20	17.50	80.00
No. 9. New Salmon-Rose Imp.	1.65	14.50	65.00
No. 10. Glory of Wandsbek (Perle of Zehlendorf). Dark salmon	1.65	13.00	60.00
No. 11. Rose of Zehlendorf. Light salmon.	1.65	13.00	60.00
No. 12. Orange Beauty. Orange-vermilion.	2.00	18.50	86.00
No. 14. Morning Red	1.75	14.25	66.00
No. 15. Saffron-Red	1.55	12.00	55.00
No. 16. Saffron-Red. Silver Edge.	1.85	16.50	76.00
No. 17. Striata. Mixed	1.55	12.00	55.00
No. 18. Mozart. Deep pink	2.00	18.50	85.00



A DWARF IMPATIENS

This was found in Germany catalogued as *Impatiens Sultani Hybrida Nana*. It is uniformly compact in growth and should find a place among small plant combinations and for bedding if favored with partial shade. Colorful through most of the year and easily propagated through seed or cuttings.

	100 Seeds	1000 Seeds	5000 Seeds
No. 19. Lavender	1.25	11.00	50.00
No. 20. New Ruffled. Especially attractive class.	2.20	20.50	94.50
No. 21. Pink Pearl. Salmon-pink	2.00	18.50	88.00
Cristata. Pure white feathered	1.75	14.50	66.00
Mixture of above colors	1.25	11.00	50.00

VOGT'S DOUBLE STRAIN.

We handle only Mr. Vogt's seed of this attractive double type.
Cerise Brilliant. Rich cerise-red.
Prosperity. Flaming rich rose.
Admiration. Salmon-rose with shaded eye.
Rosca. Soft rose shading light at tip of petals.
Mixture of above colors.

All above priced at: 100 seeds, \$2.50; 250 seeds, \$5.75; 500 seeds, \$10.75; 1000 seeds, \$20.00.

DIDISCUS

Coeruleus (Blue Lace Flower).

10,000 s. Attractive cut flower for fall from a July sowing or later from an after Mum planting.
 Tr. pkt., 15c; $\frac{1}{4}$ oz., 25c; 1 oz., 80c.

DRACAENA

Indivisa. 1500 s. The narrow-leaved and most popular.
 Tr. pkt., 15c; 1 oz., 40c; 4 ozs., \$1.25; 1 lb., \$4.00.

Australis.

1000 s. The broader-leaved kind. Tr. pkt., 20c; 1 oz., 75c.

EXACUM

*Affine Atrococeruleum.

27,000 s. per $\frac{3}{8}$ ounce. An easily grown richly fragrant pot plant. Deep lavender-blue flowers with contrasting yellow stamens and attractive light green foliage.
 Tr. pkt., \$1.00; $\frac{1}{8}$ oz., \$2.25.

GREVILLEA

Robusta (Australian Silk Oak).

3,000 s. Popular for specimen or combination work.
 Tr. pkt., 20c; 1 oz., 75c.

MISCELLANEOUS ANNUALS—(Continued)

GYPSOPHILA

ELEGANS.

24,000 s. A fast growing summer catch-crop for either indoors or outdoors from a June or July sowing.

***Covent Garden Market.** Our finest large flowered strain. 1 oz., 20c; 4 ozs., 50c; 1 lb., \$1.60; 5 lbs., \$6.50.

London Market.

The largest flowered and longest stemmed variety.

1 oz., 25c; 4 ozs., 60c; 1 lb., \$1.75; 5 lbs., \$7.00.

Paris Market.

Medium sized flowers. 1 oz., 15c; 4 ozs., 40c; 1 lb., \$1.00; 5 lbs., \$4.50.

Carminea.

Same as above but a bright carmine-pink.

Tr. pkt., 15c; 1 oz., 25c; 4 ozs., 75c.

Crimson.

Carmine-crimson. Tr. pkt., 15c; 1 oz., 25c; 4 ozs., 75c.

For *hardy Gypsophila*, see page 21.

IMPATIENS

A considerably widened field of usefulness is accorded this already fine winter pot plant by the advent of the new dwarf Sultani strains listed below. (See photo on opposite page.) A July or August sowing of this dwarf stock makes fine dwarf and compact 3 or 4 in. pot plants by winter. Very free flowering.

*Dwarf Sultani Bright Carmine.

70,000 s. A dwarf form of this well known variety. 4 in. pot plants reach a height of about 6 in. and flower very profusely.

Tr. pkt., 50c; $\frac{1}{2}$ oz., \$1.15.

*Dwarf Sultani Mixture.

70,000 s. A bright mixture of colors in this new dwarf class.

Tr. pkt., 50c; $\frac{1}{2}$ oz., \$1.00.

Sultani.

20,000 s. 18 in. Bright rose. Tr. pkt., 50c; $\frac{1}{2}$ oz., \$1.00.

Holsti Liegnitzia.

Free flowering vermilion-red. Tr. pkt., 50c.

Holsti Hybrids.

50,000 s. Mixture. Tr. pkt., 50c; $\frac{1}{2}$ oz., \$1.00.

Oliveri.

24 in. Rosy lilac. Tr. pkt., 50c.

LUPINE (Annual)

The popular early spring crop of Lupines comes from a late summer sowing in pots. When well started, they can be hardened off and kept in cold frames until Mum beds are cleared.

*GIANT KING.

1300 s. The preferred strain for greenhouse cut flower work. Long-stemmed and large flowered.

*Oxford Blue.

Standard rich deep blue.

Sky Blue.

Heliotrope.

A pleasing rosy lavender.

White.

Mixture of all colors.

Prices on above, each: Tr. pkt., 20c; 1 oz., 50c; 4 ozs., \$1.35.

For perennial or *Polyphyllus Lupine*, see page 22.

MARIGOLD

For mid-winter cutting Marigolds are hard to beat. Free flowering with bright positive colors and growth that isn't affected by dark mid-winter weather are strong points in their favor.

WINTER FLOWERING.

9,000 s. The following are "short day" varieties that flower only in the short days of winter. The sowing season is, therefore, limited in our latitude, beginning end of July to first part of December. Plant on bed 10 x 12 in. 25 ft. on end of a bench is ample for most retail growers.

*Australian Tree.

The standard variety. Rich mahogany-red with golden yellow crest. 95% double. Tr. pkt., 20c; $\frac{1}{2}$ oz., 60c; 1 oz., \$1.00.

Lieb's Strain.

Very similar to above. Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.75.

Lieb's Winter Sunshine.

Large flowered clear yellow. Tr. pkt., 50c.

GIANT AFRICAN.

10,000 s. December flowering sow in mid-August and transplant in shallow beds or flats 4 x 4 in. This runs them up into a fine single stemmed crop on 18 in. stems.

*All-Double Orange.

The standard large flowered variety.

*All-Double Lemon.

Prices on above, each: Tr. pkt., 25c; $\frac{1}{4}$ oz., 50c; 1 oz., \$1.50.

*All-Double Mixture.

Tr. pkt., 25c; $\frac{1}{4}$ oz., 40c; 1 oz., 35c.

MIGNONETTE

27,000 s. Sow seed in pots in August and plant out in a Carnation temperature 10 x 12. Disbudding and supporting produce fine long-stemmed flowers.

*Ball Strain.

Selected for earliness and full spikes of large white flowers.

$\frac{1}{2}$ tr. pkt., 60c; tr. pkt., \$1.00; $\frac{1}{4}$ oz., \$1.75.

New York Market.

Tr. pkt., 75c; $\frac{1}{4}$ oz., \$1.50.

MYOSOTIS

(Forget-me-not). 44,000 s.

*Ball Early.

Ours is the original and true WINTER FLOWERING variety.

An August sowing will flower continuously from November on thruout the dark winter months, 8 to 10 in. stems.

Tr. pkt., 35c; $\frac{1}{4}$ oz., 85c; 1 oz., \$2.85.

For other *Myosotis*, see page 22.

NASTURTIUM

175 s. The following varieties are of the double climbing type that, from an August sowing, will produce an abundance of brightly colored flowers thruout the winter months. Plant 12 in. apart in a well exposed location and with substantial support.

Golden Gleam.

The original golden yellow double variety.

Scarlet Gleam.

A brilliant color.

Gleam Hybrids.

A very complete mixture.

Prices on above, each: 1 oz., 15c; 4 ozs., 35c; 1 lb., \$1.00.

STATICE

Our annual Statice is grown for us by a specialist that insures us first-class strains of high germination.

Bonduelli Superba.

350 seed heads per ounce. Similar to Sinuata class. Large yellow flowers. Tr. pkt., 15c; 1 oz., 30c; 1 lb., \$2.75.

Sinensis.

17,000 s. 18 in. Pure white with canary-yellow.

Tr. pkt., 25c; 1 oz., 75c; 4 ozs., \$2.50.

Suworowi (Russian or Rat Tail Statice).

12,000 s. An October sowing carried along in pots and planted after Mums will produce fine long spikes in early spring. A fine early cut flower item. Tr. pkt., 15c; 1 oz., 60c; 4 ozs., \$1.90.

SINUATA.

350 seed heads per ounce. Grown extensively in the south.

*Market Grower's Blue.

Fine even deep blue. Excellent.

Kampf's Tall Improved.

Standard long-stemmed blue.

True Blue.

*Lavender Queen.

A very pleasing and bright pastel lavender.

Rosea Superba.

Rosy lavender.

White.

*New Hybrids Mixture.

A very attractive and varied mixture

Prices on above, each: Tr. pkt., 15c; 1 oz., 25c; 1 lb., \$2.50.

For perennial *Statice*, see page 24.

VENIDIUM

65,000 s. Sow in August or September for a spring crop.

Fastuosum.

Brilliant orange with dark center.

Ball Hybrids.

A very interesting and varied array of colors.

Prices on above, each: Tr. pkt., 25c; $\frac{1}{4}$ oz., 75c; 1 oz., \$2.25.

WALLFLOWER

(Annual). 14,000 s. Choice richly fragrant spikes flowering in spring. A circular outlining our method of handling this attractive crop is enclosed with every order for seed.

*Gold Standard.

Deep rich golden yellow; the best color.

Golden Yellow Flaked Brown.

Prices on above, each: Tr. pkt., 25c; $\frac{1}{4}$ oz., 75c.

For other *Wallflower*, see *Cheiranthus*, page 19.

MISCELLANEOUS PERENNIALS

Our seed sales for the past few seasons show a decidedly increasing and active demand for hardy perennials, that we believe reflects a similar condition down thru the florist to the ultimate consumer—our buying public. The many new and attractive alpine and rock plants available evidence the active interest hybridizers are taking in this new interest of amateur gardeners. Recognition by florists of the value of perennial cutting beds is also stimulating interest along this line. To help you keep up in this constantly changing field of "what are the newest and best varieties?" we consider a very important part of our job as your seed supplier. The following list, altho by no means complete, we think represents a very excellent collection of hardy perennials, and we suggest that you give it careful consideration when making up your list of varieties.

Stars (*) designate those varieties that have proven most generally satisfactory and useful, and those marked (R) are very satisfactory rock garden subjects.

ACHILLEA

Some as noted are exceptionally valuable for summer cutting.

***Filipendula Parker's Variety (Eupatorium).**

225,000 s. 4 ft. Fall flowering. Large golden yellow umbels. Perfectly hardy with us; and if allowed to fully open, can be dried. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

***The Pearl (Ptarmica).**

175,000 s. 30 in. The standard double white for cutting. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

Tomentosa Aurca. 190,000 s. 6 to 8 in. Finely serrated golden yellow foliage. Tr. pkt., 50c; 1/8 oz., \$1.25.

ACONITUM

Fischeri (Monkshood).

9500 s. 3 ft. Deep blue flowers in dense spikes. Sow seed outdoors in the fall and allow to stand over winter for good germination. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

AETHIONEMA

Grandiflorum (Persian Candytuft).

19,000 s. 8 to 10 in. Free flowering light rosy lilac. Tr. pkt., 50c.

(R) ALYSSUM

The two varieties following are perfectly hardy with us and make fine, free flowering rock garden or border plants.

***Saxatile Compactum.**

40,000 s. 12 in. Flowers early May. Rich golden yellow. Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 85c.

Moellendorffianum.

58,000 s. 3 to 4 in. Dwarf rounded growth covered with yellow flowers end of May. Tr. pkt., 35c; 1/8 oz., 75c.

ANCHUSA

The following four varieties are perfectly hardy with us.

*** (R) Barrelieri.** 5500 s. 15 in. Very fine Forget-me-not blue rock garden plant. Flowers middle to end of May. Improves Myosotidiflora in more vigorous growth and freer flowering. Tr. pkt., 25c; 1/4 oz., 75c; 1 oz., \$2.75.

Myosotidiflora. 10,500 s. 12 in. May flowering. Forget-me-not blue. Tr. pkt., 50c; 1/4 oz., \$1.40; 1 oz., \$5.00.

ITALICA. 1100 s.

Dropmore Strain. 6 ft. Nice blue for cutting.

Tr. pkt., 15c; 1 oz., 50c.

Grandiflora Picotee. Attractively striped white.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

ANTHEMIS

Kelwayi (Hardy Marguerite). 85,000 s. 3 ft. Yellow Daisy flowers produced thruout summer. Tr. pkt., 15c; 1 oz., 50c.

(R) AQUILEGIA (Columbine)

15,500 s. Introduction of several new, large flowered varieties in attractive new colors has widened the use of this old garden favorite. Excellent rock garden and border material.

Alpina. 2 ft. Blue. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.



Aquilegia Long Spurred Crimson Star
Dark crimson and white are the distinctive contrasting colors of this variety.

Silver Queen (Chrysantha). Long-spurred white. Prefer Snow Queen. Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$1.90.

***Glandulosa Vera.**

18 in. Large spurless bright blue with white corolla. Fine compact grower for rock gardens and edges. Tr. pkt., 75c; 1/8 oz., \$2.00.

Jaetschaul. Yellow with long red spurs.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.15.

***Longissima.**

Delicate pale yellow with extra long (4 in.) spurs. Quite distinctive and richly fragrant. Tr. pkt., 75c; 1/8 oz., \$2.25.

COERULEA. The long-spurred large flowered type.

Blue (Rocky Mountain Columbine). Sky-blue with white corolla. Prefer following. Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$1.85.

***Mrs. Nicholls.** Same as above but considerably larger flowered and deeper, brighter color. Tr. pkt., 50c; 1/8 oz., \$1.25.

***Snow Queen (Candidissima).** 18 in. Finest pure white variety. Tr. pkt., 35c; 1/4 oz., \$1.00; 1 oz., \$3.50.

***Crimson Star.** Deep blood-red with white corolla. Very attractive. Tr. pkt., 50c; 1/8 oz., \$1.20; 1 oz., \$8.00.

Rose Queen. Rose shades with white corolla.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

***Mrs. Scott Elliott's Hybrids.** The popular long-spurred mixture. Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$3.15.

Mixture of all colors in this long-spurred class.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.90.

(R) ARABIS (Rock Cress)

150,000 s. The following are fully hardy and flower with us end of April—one of the earliest in our perennial trials.

***Alpina Snowcap (New).** 6 in. Improves the following with a much more dwarf and compact habit. Excellent.

Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$2.00.

Alpina. 12 in. White. Tr. pkt., 15c; 1 oz., 50c.

ARMERIA

Maritima (Statice Armeria). 17,500 s. 12 in. Lilac-rose. Tr. pkt., 35c; 1/4 oz., 90c; 1 oz., \$3.25.

MISCELLANEOUS PERENNIALS—(Continued)

ASCLEPIAS

Tuberosa. 4500 s. 2 ft. Fine orange for cutting. Requires well drained location. When difficulty is found in germination, freezing over winter usually produces results.
Tr. pkt., 35c; 1/4 oz., 60c; 1 oz., \$2.00.

ASPARAGUS

Verticillatus. 600 s. A valuable completely hardy source of summer green material. Tr. pkt., 25c; 1/4 oz., 55c; 1 oz., \$1.85.
For *Asparagus Sprengeri* and *Plumosus*, see page 16.

(R) ASTER (Hardy)

Very nice material for rock garden work as well as being tall and large enuf for cutting. Very hardy and June flowering.

***Wartburg Star (Subcoeruleus).** 15,000 s. 18 in. Some lighter than following, larger, and longer stemmed.

Tr. pkt., 50c; 1/4 oz., \$1.50.

Dark Beauty (Alpina). 26,000 s. 12 in. Single deep blue.

Tr. pkts., only 50c.

Novi-Belgi. 90,000 s. New Hybrids. Fall flowering.

Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$4.00.

AUBRETIA

Large Flowered Hybrids. 150,000 s. 6 in. Fine spring flowering plant for rockery and edging work.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

For *Baby's Breath*, see Gypsophila, pages 17 and 21; also Euphorbia, page 21.

BAPTISIA

Australis (False Indigo). 1700 s. Sprays of pea-shaped indigo-blue flowers. 3 ft. Tr. pkt., 15c; 1 oz., 45c.

(R) BELLIS

PERENNIS (Double English Daisy). 100,000 s. 6 in. Well established flowering plants for spring sales are from a fall seeding carried along in frames with Pansies and Violas. Following varieties are of the large flowered *Monstrosa* type.

Red. Deep red.

Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$3.00.

Rose. Deep rose; **White.**

Each: Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

Mixture of all colors in this *Monstrosa* type.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

For *Bleeding Heart*, see Dielytra, page 21.

BOLTONIA

Latisquama. 95,000 s. 4 to 5 ft. Delicate pink.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

CAMPANULA

(R) **CARPATICA.** 350,000 s. 12 in. Dwarf perennial.

Blue, **White,** and **Mixture.**

Each: Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 85c.

MEDIUM CALYCANTHEMA (Cup-and-Saucer Type).

120,000 s. 3 ft. Biennial.

Dark Blue, **Light Blue,** **Rose,** **White.**

Each: Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.45.

Mixture. Tr. pkt., 15c; 1/4 oz., 35c; 1 oz., \$1.25.

MEDIUM SINGLE (Canterbury Bells). 135,000 s. 3 ft. Biennial, flowering second season from seed.

Blue, **Lilac,** **Rose,** **White,** and **Mixture.**

Each: Tr. pkt., 15c; 1 oz., 40c.

PERSICIFOLIA. 340,000 s. 30 in. Perennial. A very generally satisfactory perennial Campanula.

White, **Blue,** **Mixture.**

Each: Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

PYRAMIDALIS (Chimney Campanula).

250,000 s. 5 ft. Erect pyramidal habit.

Mixture. Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

For *Perennial Candytuft*, see Iberis, page 21 and Aethionema, page 18.

CARNATION

GRENADIN (Hardy Carnation).

14,000 s. 20 in. Good for cutting but needs winter protection.

Golden Sun. Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$3.00

Pink. Tr. pkt., 35c; 1/4 oz., 70c; 1 oz., \$2.50.

Red. Tr. pkt., 30c; 1/4 oz., 60c; 1 oz., \$2.25.

White. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

Mixture. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.85.

CATANANCHE

Coerulea. 16,000 s. 30 in. Everlasting light lavender-blue Centaurea-like flowers produced freely first year from seed.

Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.25.

CENTAUREA

Montana. 1600 s. 24 in. Large Cornflower-blue flowers.

Tr. pkt., 15c; 1 oz., 50c.

For *Annual Centaurea Cyanus*, see page 16.

(R) CERASTIUM

42,000 s. Very fine May flowering white edging and rockery plant. Silvery white foliage. Perfectly hardy.

***Tomentosum.** 10 to 12 in. Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.25.

Columnae. 5 in. Extra dwarf very compact form of above.

Tr. pkt., 35c; 1/4 oz., 75c.

CHEIRANTHUS (Wallflower)

19,000 s. 18 in.

***Golden Bedder.** Large deep golden yellow.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

Allioni (Siberian Wallflower).

Free flowering brilliant orange.

Tr. pkt., 10c; 1 oz., 30c.

For *Annual Wallflower*, see page 17.

CHRYSANTHEMUM

Very colorful for fall landscape work, perfectly hardy and quite free flowering. Watch frost dates tho.

Indicum. 77,000 s. Attractive large flowered double and semi-double types. Flowers late September or early October.

Tr. pkt., 50c; 1/8 oz., \$1.25.

Korean Hybrids. 60,000 s. Single and semi-double types. Very attractive color mixture. Flowers first part of October.

Tr. pkt., \$1.00; 1/8 oz., \$2.00.

For *Chrysanthemum Leucanthemum*, see Daisy on this page.

For *Columbine*, see Aquilegia, page 18.

COREOPSIS

GRANDIFLORA. 11,000 s. The two varieties listed are of the new large flowered class. Fine material for summer cutting.

***Sunburst (New Gold).** A fine semi-double strain.

Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., 90c.

***Mayfield Giant.** Extra large deep golden yellow. Single.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 65c.

DAISY (Chrysanthemum Leucanthemum)

Excellent perennial cut flower material. Can be grown outdoors—perfectly hardy—or forced either in cold frames or indoors in early spring. Following listed in order of flowering season.

Elder. 65,000 s. Earliest flowering—early June.

Tr. pkt., 15c; 1 oz., 75c.

***June Marguerite.** 40,000 s. Large June flowering variety.

Tr. pkt., 15c; 1 oz., 75c.

Spring Marguerite. Tr. pkt., 15c; 1 oz., 75c.

***Mayfield Giant.**

21,000 s. Quite large flowered, end of June.

Tr. pkt., 20c; 1 oz., 80c.

Alaska. 21,000 s. The standard Shasta Daisy. July.

Tr. pkt., 20c; 1/4 oz., 30c; 1 oz., \$1.00.

Double Fringed (Diener's). 18,000 s. Comes around 50% good double types that should be propagated by division.

Tr. pkt., 50c; 1/8 oz., 90c.

Conqueror. 21,000 s. Giant late white. Late July.

Tr. pkt., 20c; 1 oz., 80c.

English Daisy, see Bellis, on this page.

MISCELLANEOUS PERENNIALS—(Continued)

DELPHINIUM

10,000 s. The new Vetterle & Reinelt Giant Pacific Hybrid strains continue their top position in the commercial hybrid Delphinium world. Even this summer—their third season—there is still a decided shortage of plants. Supplies of '38 crop seed are still available at this writing—for early sowing. New crop should be available first part of July. We were very successful this spring with a late summer sowing of Clear White benched in one of our cold houses in November. Heat was turned on in February, and our Chicago market is paying fancy prices for every bunch we can ship thruout the month of May. We find them very free flowering under these conditions, long stiff stems with large double and semi-double flowers.

GIANT PACIFIC HYBRIDS. Our stock of this fine strain is grown from originator's seed. See Novelty list, page 2, for further description.

Galahad Series (New). Described by the originator as an improvement over Giant Pacific Clear White in purity of color, size of flowers, and general trueness of strain. The *finest white Delphinium in existence* from seed. (Originator's seed only.)

Tr. pkt., \$2.00; 1/8 oz., \$4.00; 1/4 oz., \$7.00; 1 oz., \$24.00.

Lancelot Series (New). Clear lilac self; extra large flowered and a fine pastel shade. (Originator's seed only.) Tr. pkt., \$2.00; 1/8 oz., \$4.00; 1/4 oz., \$7.00; 1 oz., \$24.00.

***Blue Shades.** Our most popular strain, a mixture of the originator's Light Blue and Dark Blue Shades.

Lavender Pastel Shades. A fine mixture of pastel lavender shades.

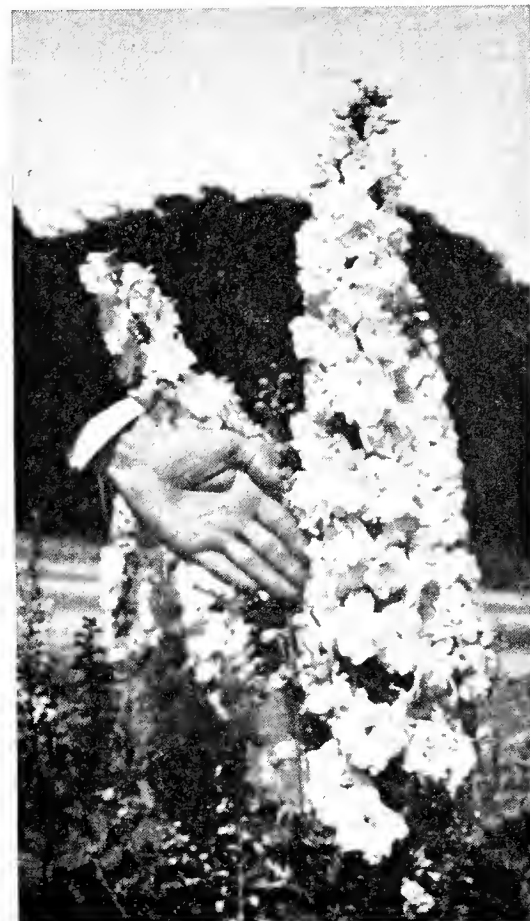
Violet Shades. Deep rich violet-blue colors with many contrasting white bees.

Pastel Shades. A very fine pastel mixture of pastel lavender and blue shades.

***Mixture.** A complete mixture of all above and many intermediate shades. A supremely fine complete mixture of Hybrid Delphinium. Prices on above, except first two new ones, each: Tr. pkt., \$1.00; 1/8 oz., \$2.00; 1/4 oz., \$3.50; 1 oz., \$12.00.

***Clear White.** Excepting possibly the new Galahad Series listed above, the finest clear white Delphinium available from seed. Very large, clear, white flowers, double and semi-double set on long spikes. Forces very well.

Tr. pkt., \$1.25; 1/8 oz., \$2.50; 1/4 oz., \$4.00; 1 oz., \$14.00.



Although not all spikes of the new Giant Pacific Clear White are as fine as this one, we are convinced there is no finer white strain available.

OTHER VARIETIES.

***Belladonna Improved.**

A carefully reselected strain of this standard light blue.

Tr. pkt., 30c; 1/4 oz., 50c; 1 oz., \$1.85; 1 lb., \$24.00.

***Lamartine.** Fairly deep, extra bright marine-blue. An outstanding strain for color and excellent cut flower habit.

Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$5.00.

Bellamosum Improved. A reselected strain.

Tr. pkt., 30c; 1/4 oz., 50c; 1 oz., \$1.85; 1 lb., \$24.00.

Belladonna. The original or regular strain.

Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.60.

Iceberg. Giant Pacific Clear White is much superior.

Tr. pkt., 35c; 1/4 oz., \$1.20; 1 oz., \$4.00.

***Blackmore and Langdon Hybrids.** A fine free flowering long-stemmed Hybrid strain for cutting.

Tr. pkt., 50c; 1/4 oz., 90c; 1 oz., \$3.00; 4 ozs., \$9.00.

Wrexham or Hollyhock Strain. Extra large tapering spikes.

Tr. pkt., 50c; 1/4 oz., \$1.50; 1 oz., \$5.00.

Gold Medal Hybrids. Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

(R) DIANTHUS 28,000 s.

Allwoodi Alpinus Mixed. 8 to 10 in. 1 1/2 in. single flowers in shades of pink. Early June flowering and perfectly hardy.

Tr. pkt., 35c; 1/4 oz., \$1.10.

***Deltoides Erecta.** 6 in. June flowering. A dwarf compact Maiden Pink. Bright red flowers produced very freely. Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

Knappi. 12 to 15 in. June flowering. Small clusters of single yellow flowers at tip of each branch. Perfectly hardy with us. Tr. pkt., 50c; 1/8 oz., \$1.60.

***Loveliness.** 20 in. Large, freely produced, light lavender flowers, quite fragrant and with highly fringed and curled petals.

Tr. pkt., 50c; 1/8 oz., \$1.25.

***Latifolius Atrococcineus.** 12 to 15 in. Produces many bright crimson semi-and double miniature Rose-like flowers, first season.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 85c.

Plumarius, Single Mixture (Clove Pink). 20 in. Early, free flowering, and sweet scented. Tr. pkt., 15c; 1 oz., 35c.

***Neglectus, Rose Cushion.** 6 in. Very attractive neat rock plant. Many small rose-pink flowers extending above a dense mat of foliage end of May. Perfectly hardy. Tr. pkt., 50c; 1/8 oz., \$1.10.

BARBATUS (Sweet William). 24 in. Early June flowering. Perfectly hardy, flowering second season from seed.

***Holborn Glory.** Striking combination of deep crimson with white. Tr. pkt., 15c; 1 oz., 50c.

***Newport Pink (Pink Beauty).**

A particularly deep rich salmon-rose shade. Very attractive rich pastel. Tr. pkt., 15c; 1 oz., 50c.

Purple Beauty. Bright deep purple.

Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., \$1.00.

Scarlet Beauty. Well named.

Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

White. Tr. pkt., 15c; 1 oz., 50c.

Single Mixture of all colors in this class.

Tr. pkt., 15c; 1 oz., 50c.

Double Mixture. Tr. pkt., 15c; 1 oz., 60c.

(R) ***Midget.** Very fine neat alpine and rock plant. 6 to 8 in. with dense heads of Sweet William flowers.

Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$3.00.

DICTAMNUS

Fraxinella (Gas Plant). 1700 s. 30 in. Pink with dark veins. Good border plant. Sow seed in the fall and allow to stand outdoors over winter for good germination.

Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.35.

MISCELLANEOUS PERENNIALS—(Continued)

DIELYTRA (Dicentra)

Spectabilis (Bleeding Heart). 1600 s. 32 in. Sow seed in fall and allow to stand outdoors over winter for good germination. Flowers second season from seed.
Tr. pkt., 50c; ¼ oz., \$2.75; 1 oz., \$9.50.

DIGITALIS

GLOXINOIDES (Foxglove). 180,000 s. 4 ft.

Purple, Rose, White, and Giant Shirley Mixture.
Each: Tr. pkt., 15c; 1 oz., 50c.

DORONICUM

18,000 s. (Leopard's Bane). Attractive yellow Daisy-like flowers on good stems for cutting.

***Bunch of Gold (Pardalanches).** 30 in. Long-stemmed and extra free flowering. Fine. Tr. pkt., 75c.

Caucasicum. 2 ft. The standard variety.

Tr. pkt., 50c; ¼ oz., \$1.10.

For *Edelweiss*, see *Leontopodium* on this page.

ERYNGIUM

Bourgati (New). 20 to 24 in. June flowering. Bright steel blue heads and deeply cut veined leaves are quite attractive. (Sold out until new crop in Fall.) Tr. pkt., 50c.

Amethystinum. 19,000 s. 3 ft. Large Amethyst-blue.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.85.

EUPHORBIA

Corollata (Wild Baby's Breath). 8700 s. 24 in. Large Gypsophila-like pure white flowers. Thrives on very poor soil.

Tr. pkt., 35c; ¼ oz., 85c; 1 oz., \$3.25.

For *Flax*, see *Linum*, page 22.

For *Feverfew*, see *Matricaria*, page 22.

For *Foxglove*, see *Digitalis* on this page.

GAILLARDIA

GRANDIFLORA. 9500 s. The following strains, except the dwarf Goblin, altho varying some in color, are all excellent cut flower sorts—large flowered and borne on long, strong stems.

***Chloe.** Fairly large flowered clear yellow with yellow center. Comes very true. Tr. pkt., 35c; 1 oz., \$2.50.

***Dazzler.** The standard fine cutting strain.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

***Monarch Strain.** A very superior mixture of large full petaled flowers with an unusually bright color mixture.

Tr. pkt., 30c; ¼ oz., 50c; 1 oz., \$1.75.

Burgundy. Deep shade of wine red.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

Maxima Aurea. Yellow.

Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

The King. Large deep red flowers edged gold.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.00.

Oculata New Hybrids. Mixture of pastel shades containing many attractive original colors. Good long stems for cutting.
Tr. pkt., 35c; ¼ oz., 60c; 1 oz., \$2.00.

Portola Hybrids Mixed. Standard hybrid mixture.

Tr. pkt., 25c; ¼ oz., 45c; 1 oz., \$1.45.

Goblin. Dwarf strain for decorative bedding and border work. 12 to 14 in. Forms very attractive compact plants.

Tr. pkt., 50c; ¼ oz., 90c; 1 oz., \$3.00.

For *Gas Plant*, see *Dictamnus*, on preceding page.

GEUM

7000 s. 24 in. Fine for cutting or garden decoration.

Lady Stratheden. Double golden yellow.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.65.

Mrs. Bradshaw. Double glowing red.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

(R) Borisii. 12 to 15 in. (true stock). A very attractive early May flowering species. Brilliant single orange-scarlet flowers. Perfectly hardy border or rock garden subject.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.25.

GYPSOPHILA

34,000 s. A planting of several varieties of hardy Gyp is interesting and valuable for outdoor summer cutting.

***Pacifica.** 42 in. Flower size of Paris Market annual with an attractive shade of bright pink. Nice.

Tr. pkt., 25c; ¼ oz., 75c; 1 oz., \$2.50.

***Oldhamiana.** 30 in. Very fine dense heads of feathery light rose-pink flowers. Flowers first season from an early sowing. October flowering—watch frost dates.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$1.85.

PANICULATA. The regular white hardy Gyp. Note that double grafted varieties like Bristol Fairy are NOT available from seed.

***Double Snow Flake.** 40 in. An improved double hardy Gyp.

Tr. pkt., 35c; ¼ oz., \$1.00; 1 oz., \$3.85.

Single White. Tr. pkt., 15c; 1 oz., 35c.

(R) REPENS. 6 in. An attractive hardy rock garden plant.

Rose. Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.75.

White. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.35.

For *Annual Gyp*, see page 17.

(R) HELIANTHEMUM

Mutabile (Rock Rose). 15,000 s. 8 to 10 in. Very attractive dwarf evergreen rock plant. Tr. pkt., 20c; 1 oz., 80c.

HESPERIS

Matronalis (Sweet Rocket). 15,000 s. 3 to 4 ft. Red.

Tr. pkt., 10c; 1 oz., 25c.

HEUCHERA

Sanguinea (Coral Bells). 750,000 s. 24 in. Crimson. An attractive garden plant with some value for cutting.

Tr. pkt., 50c; ¼ oz., \$1.25; 1 oz., \$4.50.

HOLLYHOCK

Imperator. 2700 s. Choice double fringed mixture.

Tr. pkt., 25c; ¼ oz., 50c; 1 oz., \$1.60.

Allegheny Mixed. 2700 s. Single and semi-double types.

Tr. pkt., 15c; 1 oz., 50c.

CHATER'S DOUBLE. 3100 s. The standard double Hollyhock strain.

Chamois, Deep Rose, Lilac Beauty, Newport Pink, Scarlet, Sulphur Yellow, White, and Mixture of all colors.

Each: Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.25.

(R) IBERIS 11,500 s.

Gibraltarica. Large flowered lilac.

Tr. pkt., 15c; ¼ oz., 25c; 1 oz., 75c.

Sempervirens. 12 in. Flowers end of May. White. Seedlings flower second season. Tr. pkt., 25c; ¼ oz., 40c; 1 oz., \$1.50.

LATHYRUS

LATIFOLIUS (Hardy or Everlasting Sweet Pea).

550 s. Perfectly hardy abundant source of short-stemmed flowers.

Pink Beauty. White Pearl. Red. Mixture.

Each: Tr. pkt., 15c; 1 oz., 40c.

LAVANDULA

Vera (True Sweet Lavender).

32,000 s. Old-fashioned garden plant. Tr. pkt., 15c; 1 oz., 50c.

LEONTOPODIUM

Alpinum (Edelweiss). 275,000 s. Attractive rock garden plant in cool climates. Small greenish white leaves.

Tr. pkt., 50c; ¼ oz., \$1.00.

LIATRIS (Blazing Star)

9500 s. Excellent cut flowers, long decorative, bold, rosy-purple spikes. Used very effectively in basket arrangements.

***Pycnostachya.** Extra long-stemmed—3 to 5 ft. with long—5 to 18 in.—flower spikes. Finest cut flower kind.

Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

Spicata. Not quite so long-stemmed or with as long flower spikes as above. Prefers a damp low location.

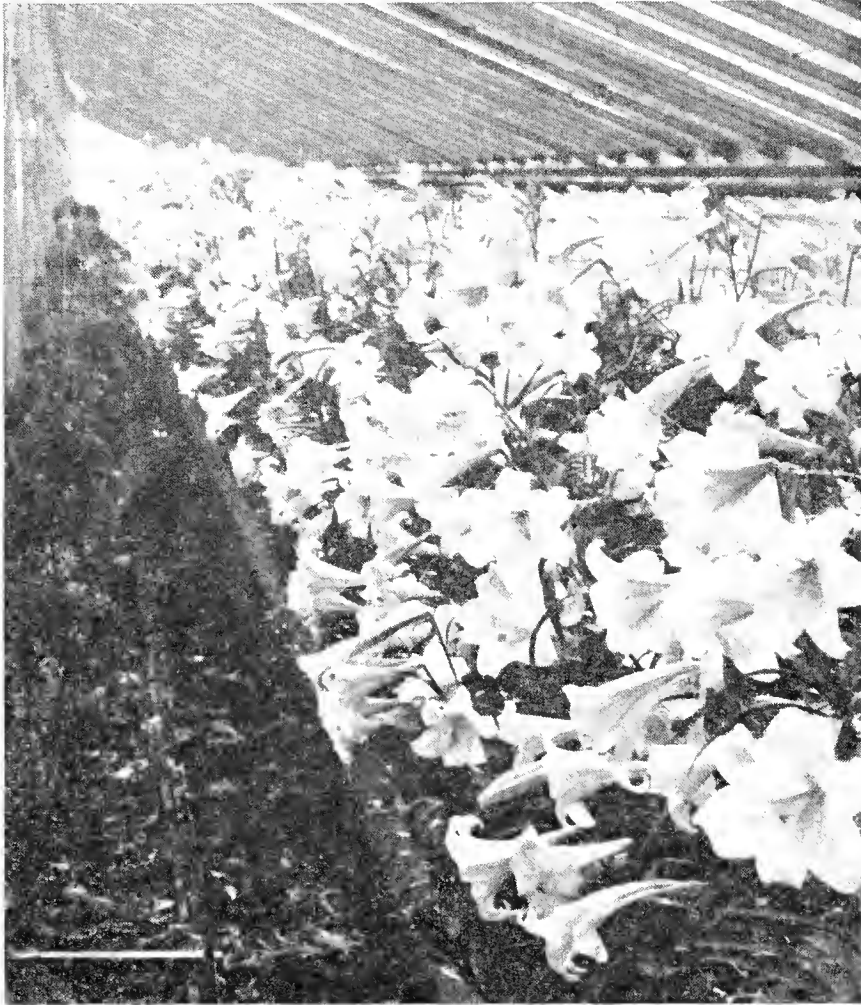
Tr. pkt., 25c; ¼ oz., 60c; 1 oz., \$2.25.

Scariosa. Extra large individual flower heads on long, loosely set spikes. Tr. pkt., 30c; ¼ oz., 75c; 1 oz., \$2.50.

***Scariosa White.** A very fine pure white form of above. Long closely set flower spikes. Excellent cut flower or decorative plant. Our strain comes about 85% true to type. Available late summer. Tr. pkt., 50c; ¼ oz., \$1.35; 1 oz., \$4.75.

MISCELLANEOUS PERENNIALS—(Continued)

LILIES FROM SEED



A bed of our new White Queen Lily from seed in full flower.

The new White Queen has added new importance to seed-produced Lilies. In addition to low initial cost (no bulb bills) and absolutely disease free stock, this new strain flowers 12 to 14 months from seed and with flowers fully equal to fine Erabu specimens. Used considerably as a cut flower strain. A chapter in the "Red Book," "Lilies From Seed," treats fully our experience in handling this crop.

***White Queen.** 8200 s. The largest flowered Pure White seed propagated Lily we know of. A fine variety.
1/2 tr. pkt., 60c; tr. pkt., \$1.00; 1/8 oz., \$1.75; 1 oz., \$12.00.

Philippinense Formosanum, Giant Flowered. 8200 s. An improved form of the original stock of Philippine Lily.

Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$2.75; 4 ozs., \$10.00.

Philippinense Formosanum Improved. 8200 s. The original Philippine Lily.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75; 4 ozs., \$5.50.

Regale (Regal Lily). 6500 s. Pink with primrose center.

Tr. pkt., 15c; 1 oz., 50c.

LINUM

Perenne (Perennial Flax). 8500 s. Blue.

Tr. pkt., 15c; 1 oz., 40c.

LOBELIA

The two following are perfectly hardy, very showy garden plants usually grown in damp low locations.

Cardinalis (Fulgens). 725,000 s. (Cardinal Flower). 36 in. Produces long tapering spikes of cardinal-red flowers.

Tr. pkt., 25c; 1/4 oz., 85c; 1 oz., \$3.00.

Syphilitica. 1,750,000 s. 2 to 3 ft. Attractive blue spikes.

Tr. pkt., 25c; 1/4 oz., 80c.

LUNARIA

BIENNIS (*Honesty or Money Plant*). 1500 s.

White, Crimson,

Each: Tr. pkt., 15c; 1 oz., 45c.

Mixture.

LUPINUS

POLYPHYLLUS (Hardy Lupine). Fine cutting material. Requires a well drained location and thrives best in cool climates.

***Russell Strain.** 1000 s. From all indications this novelty is meeting all the originator's claims for it. For the home gardener and retail grower who wants a bed of Hardy Lupines for cutting, the new Russell Strain is by all means the one to use. Unusually long closely set flower spikes and the widest range of attractive colors found in Hardy Lupines.

We offer bulk seed of this new strain, grown from originator's stock seed as follows. Tr. pkt., 75c; 1/4 oz., \$1.40; 1 oz., \$5.00.

We also carry the originator's RESELECTED STOCK as follows: 12 seeds, 25c; 50 seeds, 65c; 120 seeds, \$1.25; 250 seeds, \$2.50.

MISCELLANEOUS POLYPHYLLUS VARIETIES. 1450 s.

Chocolate Soldier. Yellow shading to chocolate.

Tr. pkt., 35c; 1/4 oz., \$1.50; 1 oz., \$3.90.

Dark Blue. Tr. pkt., 15c; 1 oz., 30c.

Luteus. Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 85c.

Rose. Tr. pkt., 15c; 1 oz., 50c.

White. Tr. pkt., 15c; 1 oz., 30c.

***Harkness Regal Mixture.** The standard fine hybrid mixture containing all colors in this class.

Tr. pkt., 15c; 1 oz., 50c; 4 ozs., \$1.65.

For *Annual Lupine*, see page 17.

LYCHNIS 64,000 s.

Alpina. Rose. 12 in. Nice dwarf rock garden plant.

Tr. pkt., 25c; 1/8 oz., 85c.

Chalcedonica. 36 in. Scarlet. Tr. pkt., 15c; 1 oz., 50c.

MATRICARIA Capensis (Feverfew)

145,000 s.

***Ball Double White.** Since introducing this strain in '34, demand for it is constantly increasing as a standard greenhouse and outdoor cut flower crop. Plants from a midsummer sowing transplanted indoors in November produce a fine spring greenhouse crop. Differs from ordinary cutting propagated strain in having smaller and more compact completely double flowers that hold up much better in shipping and handling. Responds readily to additional lighting for forcing.

1/2 tr. pkt., 30c; tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.75.

Double Golden Ball. 10 in. Dwarf, semi-double yellow.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

For *Monkshead*, see Aconitum, page 18.

MYOSOTIS (Forget-me-not)

42,000 s.

***Blue Bird (Oblongata).** 12 in. Standard deep blue Forget-me-not for Spring greenhouse flowering.

Tr. pkt., 30c; 1/4 oz., 75c; 1 oz., \$2.75.

Palustris. True Marsh Forget-me-not. Hardy with us. Blue.

Tr. pkt., 20c; 1/4 oz., 50c; 1 oz., \$1.75.

ALPESTRIS. Biennial.

***Royal Blue (Indigo Blue).** 12 in. Deep rich blue.

Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.35.

Pink Bouquet (Stricta Grandiflora).

Medium deep pink shade; compact upright habit.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

Blue Basket. 12 in. Deep blue. More spreading habit.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

White. 12 in. Spreading habit. Tr. pkt., 20c; 1/4 oz., 35c; 1 oz., 90c.

For other Myosotis including our *Ball Early*, see page 17.

NEPETA

Mussini. 52,000 s. 12 in. Light blue. June flowering Catnip.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

For *Painted Daisy*, see Pyrethrum, next page.

For *Oriental Poppy*, see next page.

MISCELLANEOUS PERENNIALS—(Continued)

PHLOX (Perennial)

Hybrid Mixture (Decussata). 2500 s. 3 ft. Our strain contains many new large flowered, brilliantly colored types. Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.60.

PHYSALIS

Francheti (Chinese Lantern Plant). 18,000 s. Large decorative orange seed pods. Tr. pkt., 15c; 1 oz., 60c.

PHYSOSTEGIA

Virginica. 16,000 s. 4 ft. Rosy lilac. Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.50. For *Pinks*, see *Dianthus*, page 20.

PLATYCODON

GRANDIFLORUM (Tufted Harebell or Balloon Flower). 28,000 s. 24 in. Very attractive for spring sales, perfectly hardy. **White** and **Blue**, a clear deep violet-blue. Each: Tr. pkt., 15c; 1/4 oz., 25c; 1 oz., 75c.

POPPY

ORIENTALE (Oriental Poppy). 140,000 s. Altho not suited to shipping or much handling, Oriental Poppies are unsurpassed for brilliant colors. If cut in the bud stage, they last several days in water. Sow seed in pots and transplant into the field when small so as not to disturb the roots.

***Olympia.** A seed produced strain of this fine standard orange-scarlet variety. Perfectly hardy, of course, and produces 50% true semi-double flowers. Some earlier flowering than following varieties. Tr. pkt., 60c.

Beauty of Livermere. Dark oxblood-red. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

Brilliant. 40 in. Vivid, fiery red. Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

Mrs. Perry. Fine salmon-rose. Tr. pkt., 35c; 1/8 oz., \$1.15.

Mixture of all colors in this class. Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.25.

(R) PRIMULA

Vulgaris (True Yellow English Primrose). 19,000 s. 6 in. Sow seed in the fall and allow to stand outdoors over winter. Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$2.85.

Bulleesiana Hybrids. 130,000 s. 18 in. Bright mixture of colors. Seed of irregular germination. Tr. pkt., 50c; 1/8 oz., \$1.15.

VERIS. 33,000 s. Especially the new tall large flowered *Colossea* has proven the usefulness of this class for spring pot plants and combinations, since they can be moved without harm while flowering. Plants lifted from outdoors in the fall will make specimen pot plants from February and March on. Also makes fine hardy border plants if given partial shade.

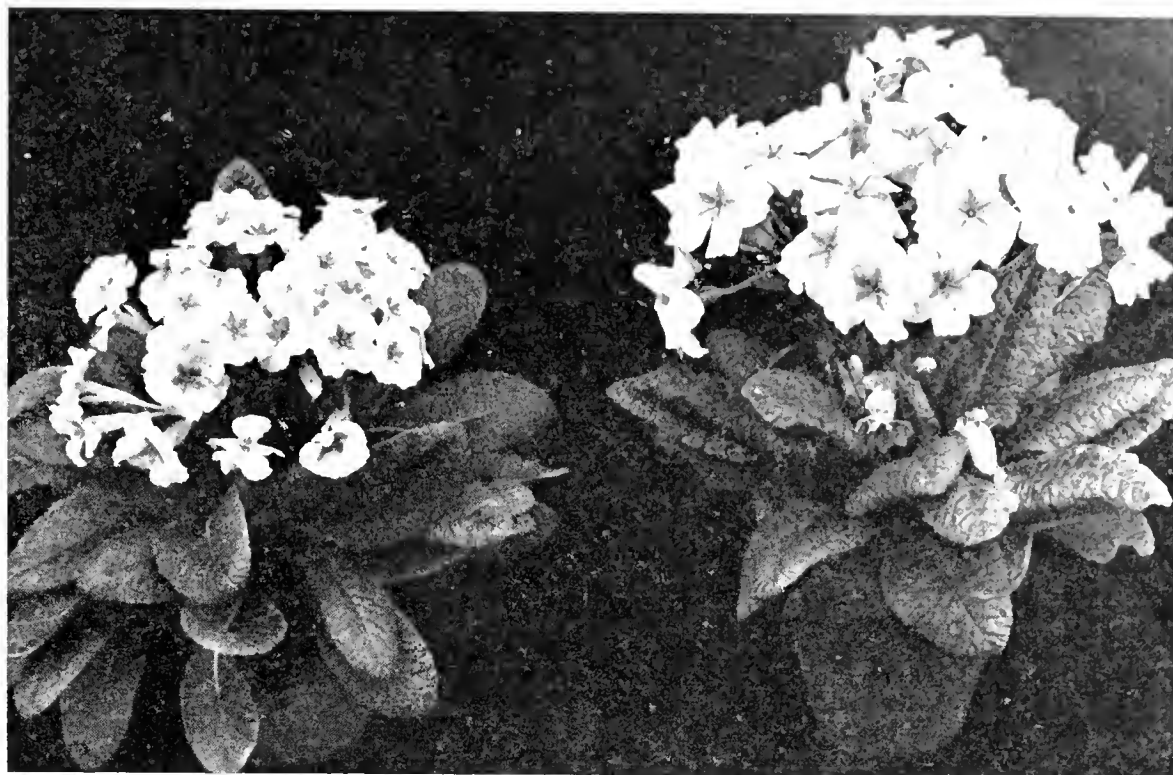
***Colossea.** Our trials of this new strain show a real improvement in flower size, new bright colors, and strong growth. Tr. pkt., 75c.

Kleyni. A particularly valuable hardy Primula because of extra long-stemmed and large flower heads. Easily forced in spring for pot plant work. 100 seeds, 40c.

***Giant Munstead Strain.** The standard strain for bedding. Not so tall as above strains; in shades of yellow. Tr. pkt., 50c; 1/4 oz., \$1.00.

Polyanthus Mixture. Unwin's Strain. 12 in. Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.15.

For other *Primula* varieties, see page 13.



Rivaling the Obconica for flower size and exceeding them in brilliant colors, especially the new Colossea on the right is rapidly finding its place in the pot plant field. Giant Munstead on the left.

PYRETHRUM

The Roseum type contains the standard cut flower varieties.

Parmicaeflorum. 340,000 s. 5 in. Very dwarf finely feathered silvery white foliage. Tr. pkt., 50c; 1/8 oz., \$1.35.

Parthenifolium Aurea, Excelsior. 325,000 s. 3 in. Same as above but foliage distinctly yellow-green and dwarf. Tr. pkt., 35c; 1/8 oz., \$1.00.

Uliginosum. 62,000 s. 3 ft. Single white, Daisy-like flowers. Tr. pkt., 35c; 1/4 oz., 90c; 1 oz., \$3.25.

ROSEUM (Painted Daisy). 18,000 s. The standard hardy cut flower class.

***Semi-Double Mixture.** An excellent strain that requires two year old clumps to produce its fully double flowers. Tr. pkt., 50c; 1/4 oz., \$1.25; 1 oz., \$3.85.

***James Kelway.** Fine dark red cut flower variety. Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$2.85.

Atrosanguineum. A popular dark crimson strain. Tr. pkt., 35c; 1/4 oz., 85c; 1 oz., \$3.00.

Robinson's Hybrids. Large single mixture. Tr. pkt., 35c; 1/4 oz., 75c; 1 oz., \$3.00.

RUDBECKIA

Purpurea. (Echinacea). 7000 s. 4 ft. Reddish purple. Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.50.

SALVIA

Patens. 3800 s. 30 in. Navy blue hardy Salvia. Tr. pkt., 25c; 1/4 oz., 65c; 1 oz., \$2.25.

SAPONARIA

Ocymoides. 5500 s. 12 in. Trailing rose hardy rock plant. Tr. pkt., 20c; 1 oz., 60c.

SCABIOSA

2400 s. Excellent perennial cut flower material. Larger flowered than the popular annual form, perfectly hardy, and early flowering. Seed germination sometimes irregular.

Columbaria Lavender. Delicate color.

Columbaria Pink. Orchid-pink shade.

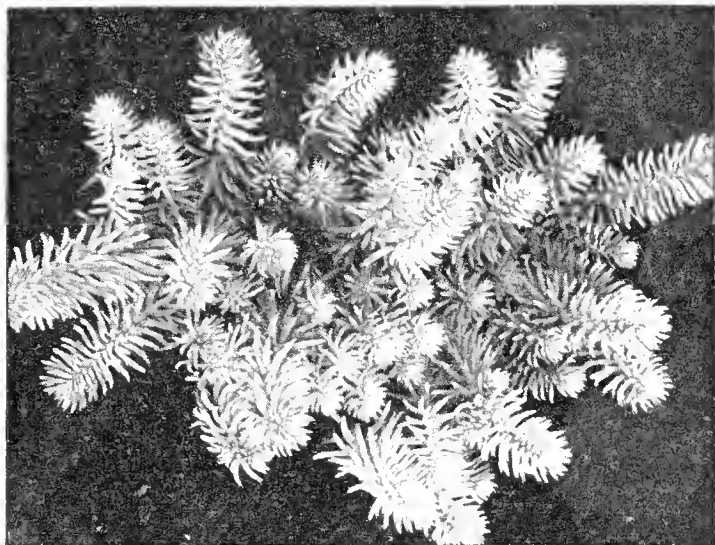
Caucasica Perfecta.

Large flowered improved form of this lilac-lavender strain. Each: Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.00.

***Caucasica, House Hybrids.** Shades of lavender and blue. Use this strain for a small bed of hardy cutting Scabiosa. Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$2.85.

MISCELLANEOUS PERENNIALS—(Continued)

(R) SEDUM



Sedum Reflexum, "Chameleon"

700,000 s. A very excellent fully hardy rock garden family; the following are easily propagated from seed and come true.

***Acre.** 3 in. A very nice extra dwarf evergreen. Small light yellow flowers produced in June account for its common name—Golden Moss. Very strong hardy grower.

Tr. pkt., 25c; 1/8 oz., 75c.

***Aizoon.** 4 in. Attractive dwarf form, bright yellow with contrasting reddish brown foliage. Tr. pkt., 50c; 1/8 oz., \$1.35.

Kamtschaticum. 6 to 8 in. Very nice green foliage with yellow flowers. Tr. pkt., 50c; 1/8 oz., \$1.50.

Reflexum, Chameleon. Growth starts green, gradually turning buff or light brown shades as season advances. Bright yellow flowers in midsummer. 8 to 10 in. in fall. Tr. pkt., 50c.

***Bronze Carpet (*Spurium Coccineum*).**

4 in. Attractive deep bronze foliage. Tr. pkt., 35c; 1/8 oz., \$1.35.

SEMPERVIVUM (House Leek)

Perennial Mixture. 325,000 s.

Tr. pkt., 35c; 1/8 oz., \$1.35.

SPERGULA

Pilifera. 25,000 s. per 1/2 ounce. Rounded compact hard growth; small white flowers in June. Attractive for planting between stones or for borders. Partially hardy in our latitude.

Tr. pkt., 50c; 1/8 oz., \$1.50.

STATICE

Perennial Statice are very hardy, make good cut flower material and some as noted can be successfully dried and dyed.

Caspia. 175,000 s. 30 in. Seedlings flower second season. Lilac.

Tr. pkt., 35c; 1/4 oz., 60c; 1 oz., \$2.25.

Dumosa. 19,000 s. 18 in. Dense clumps of silvery gray flowers produced second season from seed.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.65.

Incana (*Tatarica*). 13,000 s. 14 in. Small white flowers that may be dried. Tr. pkt., 15c; 1 oz., 65c.

***Latifolia (*Sea Lavender*).** 40,000 s. 30 in. Standard blue perennial Statice. Very hardy and may be dried.

Tr. pkt., 20c; 1/4 oz., 40c; 1 oz., \$1.35.

Perezii. 14,000 s. Flowers in large lavender heads first year from seed, but not completely hardy with us.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.65.

Puberula. 5200 s. 8 to 10 in. A dwarf form with flower heads similar to *S. Latifolia*. Flowers second season.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

For *Annual Statice*, see page 17.

STOKESIA

Cyanea. 3300 s. 16 in. Large blue flowers.

Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

For *Sweet William* see *Dianthus Barbatus*, page 20.

THALICTRUM

Dipterocarpum. 12,000 s. 3 to 4 ft. Early June flowering. Rosy purple clusters of flowers good for cutting or garden decoration. Flower second season with us.

Tr. pkt., 25c; 1/4 oz., 45c; 1 oz., \$1.50.

TRITOMA

Mirabilis Hybrids. 20,000 s. Yellow and orange shades. Varies.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

TROLLIUS

LEDEBOURI (*Globe Flower*). 8000 s. Good cutting and decorative plants. Sow seed in fall and allow to stand outdoors over winter for good germination.

Golden Queen. 3 to 4 ft. A fine early large orange variety.

Tr. pkt., 50c; 1/4 oz., \$1.40.

Orange. 24 in. Tr. pkt., 50c; 1/4 oz., \$1.50.

TUNICA

Saxifraga. 150,000 s. 8 to 10 in. Small rosy lilac flowers produced first season from seed. Tr. pkt., 15c; 1 oz., 60c.

VALERIANA

Rubra. 13,000 s. 36 in. Deep crimson. Good for cutting.

Tr. pkt., 15c; 1 oz., 60c.

VERONICA 250,000 s.

Longifolia.

30 in. Compact, dense spikes of blue flowers. Very graceful decorative garden plant. Tr. pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.35.

***Repens.** 1 to 2 in. Very dense flat growth, excellent for between stones planting or other purposes requiring a spreading flat growth. Covers itself with white flowers early in May.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

For *Wallflower*, see *Cheiranthus*, page 19.

For *Annual Wallflower*, see page 17.

VIOLA CORNUTA

(24,000 seeds per ounce)

Miniature Pansies. As easily grown as Pansies, and they call for the same cultural treatment. Particularly adapted to bedding because of their dwarf, free flowering habit. Descriptions are from our greenhouse trials. Varieties starred (*) are especially recommended.

Apricot. Choice, early, fairly deep apricot.

Tr. pkt., 35c; 1/4 oz., 80c; 1 oz., \$3.00.

***Arkwright Ruby.** Deep crimson-scarlet. Long-stemmed.

Tr. pkt., 35c; 1/8 oz., \$1.00; 1/4 oz., \$1.60; 1 oz., \$6.00.

Black Prince. Deep violet-blue; not dwarf.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

***Chantreyland.** Similar to, but improves Apricot for size of flowers and evenness. Tr. pkt., 35c; 1/4 oz., \$1.25; 1 oz., \$4.00.

G. Wernig. Violet-blue; somewhat late flowering.

Tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.60; 1 oz., \$6.00.

***Jersey Gem.** Rich dark blue; 90 to 95 per cent true to color. Somewhat late flowering. Tr. pkt., 50c; 1/8 oz., \$1.75; 1/4 oz., \$3.25.

Lutea Splendens. Choice golden yellow.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

Mauve Queen. Light lavender-blue; very true to color.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

***Papilio.** Light blue with white; extra early and free flowering.

Quite effective and true to color.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

***Puck.** Upper petals violet; lower yellow. An effective contrast.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.25.

White Perfection. A clear paper white.

Tr. pkt., 25c; 1/4 oz., 50c; 1 oz., \$1.75.

***W. H. Woodgate.** Bright violet; large and long-stemmed.

Tr. pkt., 50c; 1/8 oz., \$1.15; 1/4 oz., \$2.00.

Large Flowered Mixture. Carefully balanced mixture of above.

Tr. pkt., 25c; 1/4 oz., 60c; 1 oz., \$2.15.

Viola Tricolor or Johnny-Jump-Up. Small blue and yellow flowers freely produced. Hardy and self-seeding.

Tr. pkt., 50c; 1/8 oz., \$1.00.

**"HELPS
FLOWERS
LIVE
LONGER"**



**CAUTION:
AVOID
ALL
SUBSTITUTES**

IN addition to doing all we can to supply our customers with dependable seed, we feel that our service should include calling attention to any item of real value to your business. Our tests of FLORALIFE convince us that it is just that—an item you can't afford to be without. One of the most costly disappointments we and our customers frequently meet with is the premature wilting of our flowers. This costs us much good will. FLORALIFE prevents this to a really remarkable extent. Flowers in water treated with this material remain fresh days longer than in ordinary water. This seems caused by FLORALIFE preventing decay, making it unnecessary to change water or

FLORALIFE

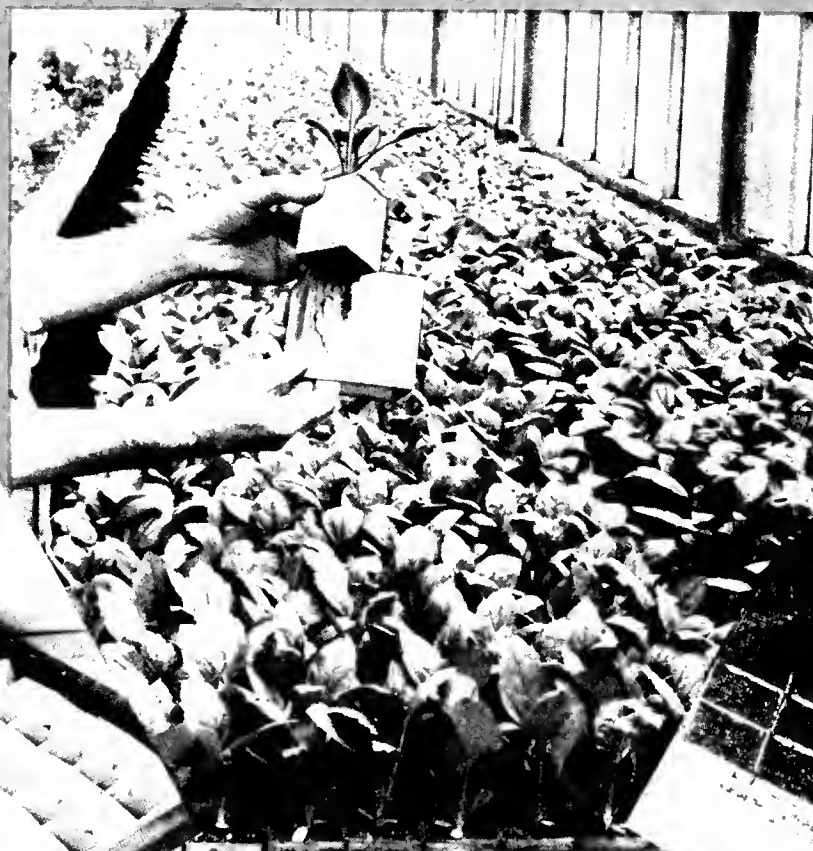
(Registered U. S. Pat. Office)



cut ends of stems. However, we are not prepared to say it will put life or stiffness into flowers that are naturally very weak or soft. A 5c pkt. of FLORALIFE makes an attractive and interesting complement to a sale of cut flowers and will pay for itself many times over for your store use. We are sales agents for the introducers of FLORALIFE, Amling Co. of Chicago, and can make prompt shipments of any quantity desired. Directions for use on each packet. Display box pictured above, 100 pkts., \$5.00. Your sale price, 10c per pkt. Larger size for store use, 15c per pkt. This size is 40% cheaper than the 5c pkts. and will make 10 quarts of solution.

THOSE VENEER BANDS

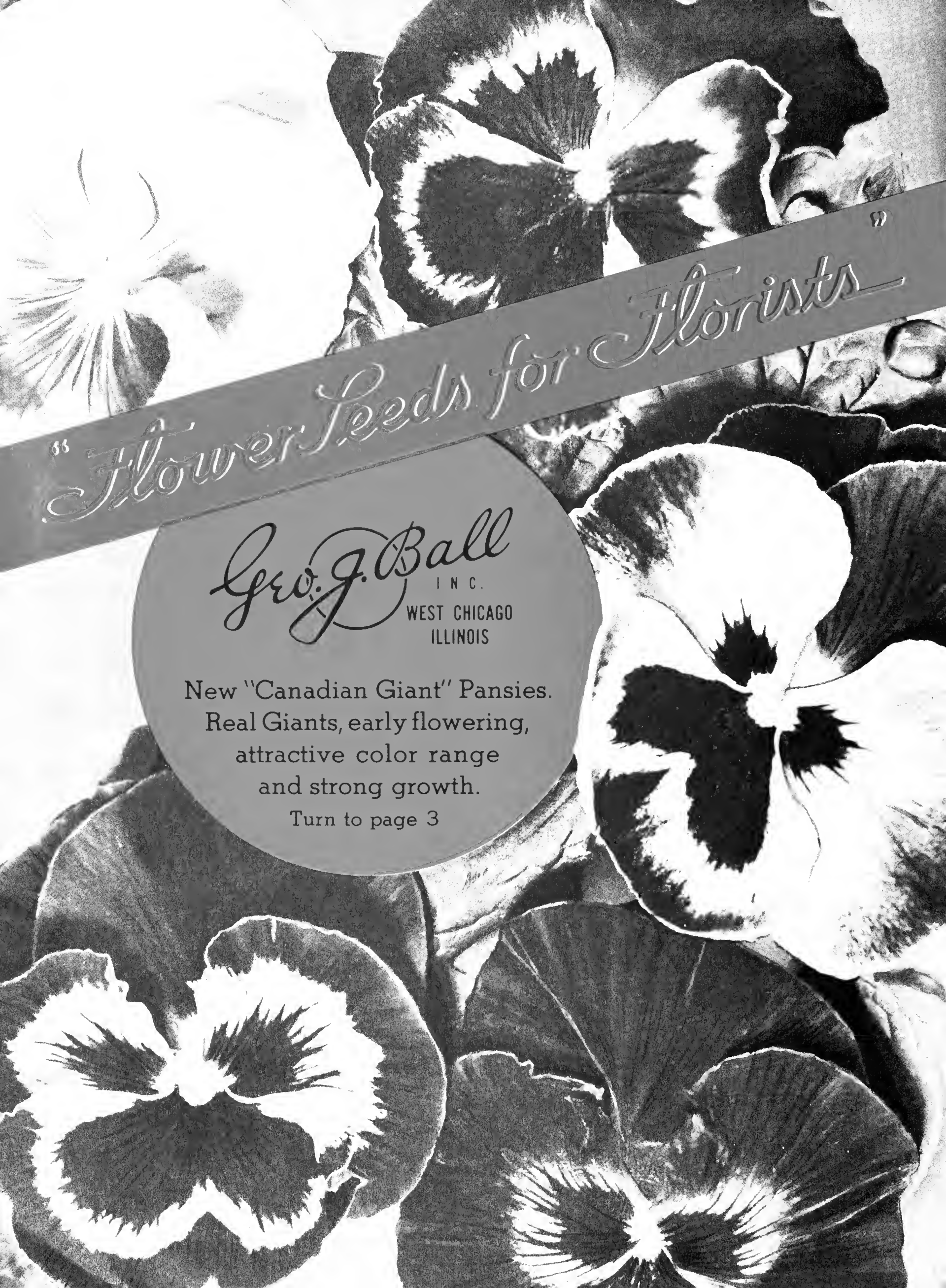
We are glad to say that our introduction, the past spring, of veneer Plant Bands has been found by many growers another worth while form of our service. Their transportation from us to you can be kept down by ordering early in quantity and using freight. Express or truck shipments are costly.



We find that their use for most plants makes for clearly stronger growth, and planting out, band and all, leaves this growth entirely unchecked and quite different from tearing a plant up by the roots, from which it takes time to recover. Home gardeners find them much easier and better to remove from flats.

We continue to carry a supply at West Chicago for any fall or winter use you might have for them.

SIZE	PRICE PER 1000	WEIGHT PER 1000	IN FLATS
1 3/4 x 1 3/4 x 2 1/2	\$2.40	21 lbs.	500 or 1000
2 x 2 x 3	2.60	25 "	500 or 1000
2 1/2 x 2 1/2 x 3	2.75	32 "	500 or 1000
3 x 3 x 3	2.85	37 "	500 or 1000
3 x 3 x 4	3.10	46 "	500 or 1000
4 x 4 x 3	3.10	48 "	250, 500 or 1000



⁵⁵ Flower Seeds for Florists

Geo. J. Ball
INC.
WEST CHICAGO
ILLINOIS

New "Canadian Giant" Pansies.
Real Giants, early flowering,
attractive color range
and strong growth.

Turn to page 3